

# **ZEBRA KROSS**

**WHERE CREATIVITY  
MEETS INNOVATION!**

| [WWW.ZEBRAKROSS.IN](http://WWW.ZEBRAKROSS.IN) |

## WHO WE ARE?

As a cutting-edge design agency, we are dedicated to transforming ideas into visually stunning and impactful realities.

Our team of passionate and skilled designers is committed to pushing the boundaries of creativity, delivering designs that not only captivate but also resonate with your audience.

- + FRAME WORK, INFOGRAPHICS & DATA VISUALIZATION
- + SOCIAL MEDIA CAMPAIGN & CREATIVES
- + PUBLICATIONS AND REPORT DESIGN
- + EVENTS

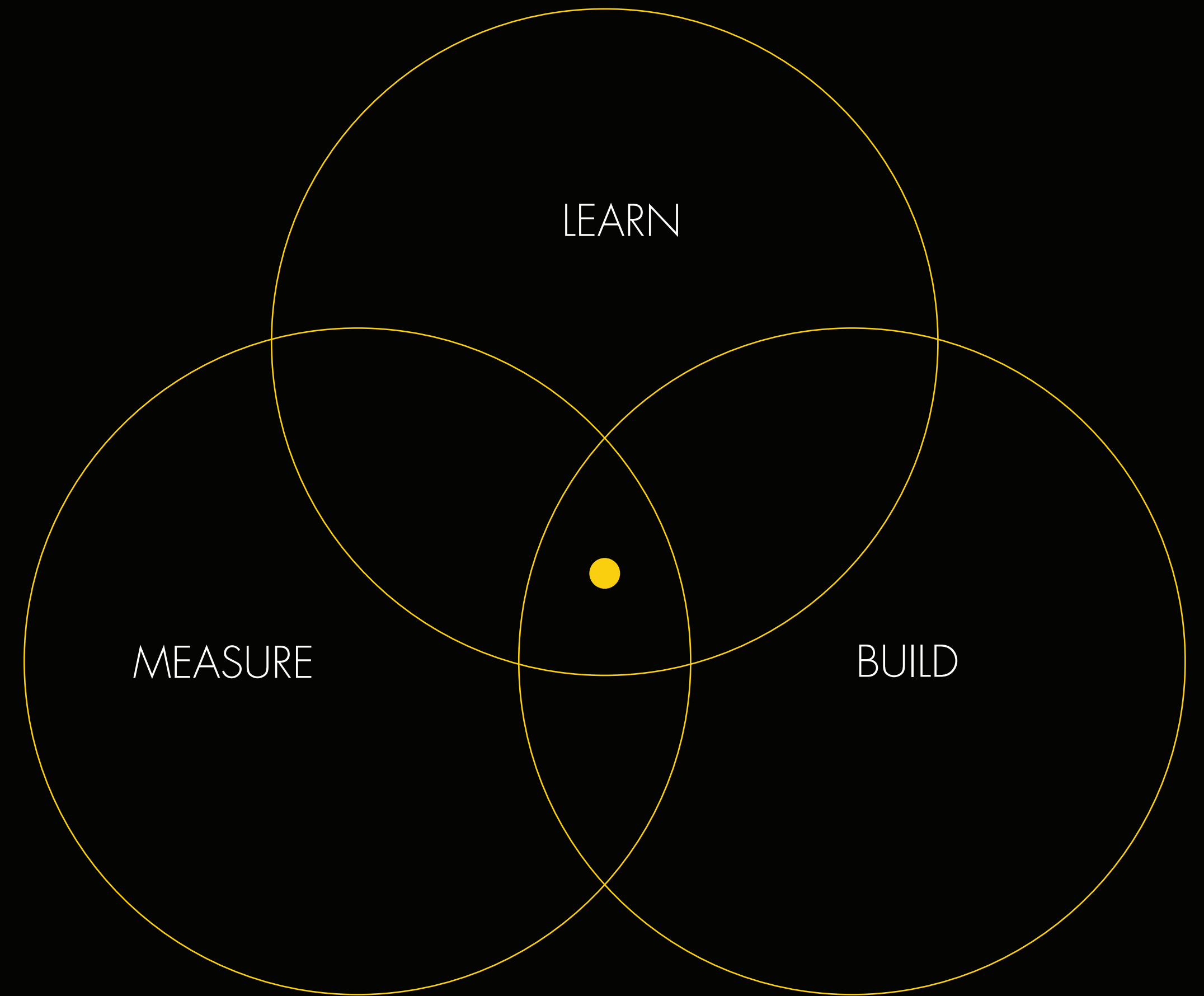
PROBLEM SOLVERS. CREATIVE THINKERS.  
CHANGE MAKERS.



## OUR DESIGN APPROACH

# Learn. Build. Measure.

Every project is unique and demands tailored design strategies. We employ a flexible design approach that adapts successfully to a wide array of project types.



# OUR PARTNERS

**Deloitte.**



Projects  
*eticca*

 **ASSISTIVE**



& more

**ZEBRA  
KROSS**

# OUR WORKS

PUBLICATIONS AND REPORT DESIGN

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**CASE STUDY**

### OPERATIONALIZATION

Microdon helped this Fortune 10 Multinational Company by creating an entire VDI Operationalization Framework to roll out VDI solution across its various Business Units spread across the globe.

The roadmap included detailed standard and custom services, support structure, service cost model & billing process, operational process & guidelines and implementation toolkits & methodologies.

#### HOW DID OPERATIONALIZATION BENEFIT THE CLIENT?

1. Efficient operation management - Reduced time and effort in each deployment phase.
2. Top of the business unit level support - Support to end users, management, as well as specific compliance, applications.
3. High quality end-user experience - Increased user adoption and productivity.
4. Cost-effective - Reduced support and training costs.

#### FUTURE-PROOFING VDI THROUGH EASY MANAGEMENT AND SCALABILITY

The best shared by most VDI providers is the ability to manage all of your VDI users from a single console. This means you can manage all of your VDI users from a single console. This means you can manage all of your VDI users from a single console.

#### ADVANTAGES OF DESKTOP VIRTUALIZATION

IMPROVES DATA SECURITY	ENHANCES IT PRODUCTIVITY	OFFERS FLEXIBILITY	REDUCES HARDWARE COSTS	BETTER DISASTER RECOVERY
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## Tamil Nadu

### Leading Tourism Destination with Immense Investment Opportunities

Consistently ranked among Top States in various Rankings

- 1 State Food Safety Index 2021-22
- 2 Top destination for domestic travelers in India
- 3 Largest Contributor to India's GDP 2020-21
- 4 Sustainability Development Goals (SDG) Index 2021
- 5 Ease of doing Business 2020-21
- 6 Top destination for foreign travelers in India

#### Seamless and Modern transportation network connecting all tourist spots

4 International airports	2 Domestic airports
3 Major Sea ports	17 Minor Sea ports
532 Railway stations	28 National Highways

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## 100% SOUTH AFRICA

### Using WPP electricity for everything, instead of burning fuel, and improving energy efficiency means you need much less energy

40-Year Jobs Created: 261,253 (Operational) / 341,308 (Planned)

Source: [South African Gas Master Plan, 2021]

Deloitte.

## 2. INTRODUCTION

### 2.1 Background

The IDC-regulated SA Strategic Investing Company (SASIS) is conducting a study on clean refinery construction and capacity expansion in order to investigate and identify localisation opportunities in South Africa (SA). These opportunities include the development of manufacturing capabilities for the whole spectrum of components/sub-systems, increased local industrial capacity and export opportunities that will ensure great competitiveness.

South Africa depends heavily on crude oil imports. The South African Energy Council (SAEC) estimates that South Africa's energy requirements are currently met by a mix of South African coal, gas, and oil. The demand for oil is projected to increase by 20% by 2030. This increase is due to the rise in the number of trucks, vehicles and machinery, which will drive demand for fuel in the road transport sector. In addition to this, the demand for oil is projected to increase due to the increase in the number of flights in South Africa, which is a key component of the country's economic growth. The demand for oil is projected to increase by 20% by 2030. This increase is due to the rise in the number of trucks, vehicles and machinery, which will drive demand for fuel in the road transport sector. In addition to this, the demand for oil is projected to increase due to the increase in the number of flights in South Africa, which is a key component of the country's economic growth.

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## Traction

Industry projected to grow at 9%

### Indian Retail Market Size (in \$Bn)

Year	Market Size (\$Bn)
2019	779
2022	900
2026F	1407
2030F	1884

#### B2B commerce is currently dominated by unorganized traders

Category	Market Share (in \$Bn)
B2B	170
B2C	730

Unorganized market comprises of 63M+ Small Businesses spread across

Tier	Count
Tier 1 & Metro cities	20
Tier 2 cities	97
Towns	8K+

Deloitte.

## Journey So Far

2017 - 2018: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2019 - 2020: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2021 - 2022: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2022 onwards: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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## About Us

### We Provide Best IT Consulting and Placements

- Great Skilled Consultants
- Expert Team Members
- 24/7 Call Services Available
- Business is the best plan
- How to improve business
- Services we provide

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## Highlights

Elevate business operations with Consulting. Our mission is to fill the greatest tech jobs with the most talented people. Bring your smarts, your motivation, and your passion.

- Quality Solutions**: We promise to deliver our best and play our part in taking your business to the zenith of success.
- Growth Strategy**: Strategy provides a vision of the future, confirms the purpose and objectives of an organization, sets objectives.
- Quick Delivery**: We manage complexity. And we help you become faster, more innovative and more resilient.
- 24/7 Support**: AARM Consulting is a one-stop shop for all your business's technological needs.

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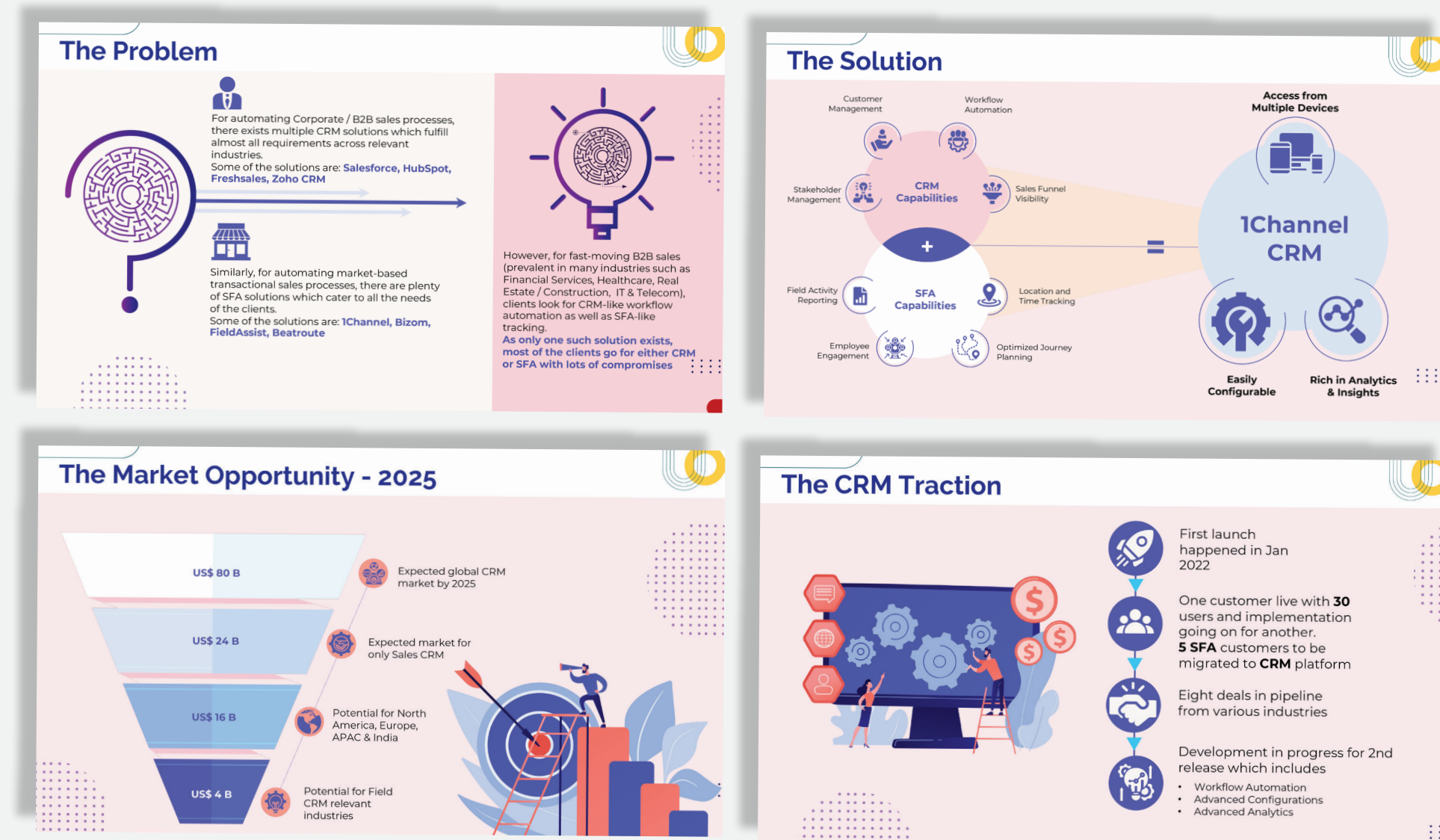
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Welcome to **Andhra Pradesh**  
India's Premier **Electronics Manufacturing Destination**

www.apelta.ap.gov.in

Power is invoiced at **INR 4.50** per unit in **YSR EMC**

www.apelta.ap.gov.in

**Significant cost savings across critical factors of production**

The YSR EMC offers plug and play manufacturing sheds and critical external infrastructure such as water, power, connectivity to the boundary of the site which will significantly reduce time to operators of manufacturing units.

Factor	India Average	YSR EMC	Savings
Power Cost (Rs./Kwh)	8.2	4.5	45%
Water Cost (Rs./KI)	70	55	15%
Land Cost (Rs.in Lakhs/Acre)	85	25	15%
Labour Cost (Rs./month)	8.5	7.5	15%

www.apelta.ap.gov.in

**Andhra Pradesh at a glance**

- Climate:** The climate of Andhra Pradesh is mostly pleasant, warm and sunny. Temperature range: October - February: 16 - 25°C, March - June: 28 - 45°C, July - September: 25 - 32°C.
- Population:** 50 million, 71% of population are of working age.
- The Epicurean delight:** The inspiration behind Andhra Pradesh's delicious variations of food lies in the opulent culture of the state and hospitality of its citizens.
- The Telugu diaspora:** 25% of Indian Technology Workforce in the USA is from Telugu community.
- The traveller's home:** Andhra Pradesh is a land bristling with many heritage sites; the forts, citadels, beautiful cliffs, beaches, magnificent ruins, pristine water lapping against golden powder and lip-smacking regional cuisines.
- India's premium Electronics Manufacturing destination:** Produces one mobile every second, and home to 20% of electronics manufactures in the country.

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**Education is in the DNA of Andhra Pradesh, ensuring availability of skilled manpower**

**Education Skilling**

- Premiere Institutes:** IISER, IIT, IIM, IIIT
- Higher Education:** 18 State Universities, 300+ Engineering/MCA colleges, 400+ Management Schools, 500+ Private & Industrial Training Institutes
- Emerging Technologies Research University:** India's first Emerging Technologies Research University focused on upskilling experienced workforce in advanced technologies.
- Skill University:** World-class Skill University with 25 Centers, one in each parliamentary constituency to supply highly skilled manpower to Electronics manufacturing industry.

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**Ever ready power for the ever growing industry**

**RE Projects Installed Capacity**

Country	Percentage
India	25.20%
Andhra Pradesh	35.07%

**Generation**

Country	Percentage
India	10.13%
Andhra Pradesh	24.00%

**Fuel Wise Share of Installed Capacity in Andhra Pradesh**

Fuel Type	Percentage
Solar/Wind/Gas	39%
Hydel	10%
Other (Bio mass, waste etc)	2%
Thermal	48%

**Installed RE Capacity (MW) in India**

Source	Capacity (MW)	Percentage
Wind	39690	40%
Solar	45610	45%
Other RE Proj.	15880	15%

**Installed RE Capacity (MW) in AP**

Source	Capacity (MW)	Percentage
Wind	4083.57	46%
Solar	4122.01	47%
Other RE Proj.	594	7%

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**Smt. G. Jayalakshmi, IAS**  
Principal Secretary  
IT E&C, Skill Development and Training Department

**Sri M. Nanda Kishore Reddy, IIS**  
Group CEO, Andhra Pradesh Electronics and IT Agency (APEITA)  
CEO, YSR Electronic Manufacturing Cluster

**Visit us:**  
www.apelta.ap.gov.in  
www.investandhra.ap.gov.in

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**Andhra Pradesh Snapshot**

- #1:** Ease of doing business in India.
- #5:** rank in employability India Skills Report 2019.
- 150bn:** USD GSDP in FY-20.
- 40,000+:** acres of land bank available for industrial development.
- 5%:** of India's total GDP in FY-19.
- Strong leadership, transparent governance and best in class ESDM policy.**
- 24x7:** Power and continuous water supply.
- 8th:** Largest state in India.
- 4 Ports and 3 International airports** under operation.
- 12.73:** Growth rate, higher than the national average.
- 12.64%:** CAGR on industrial output in FY-20.

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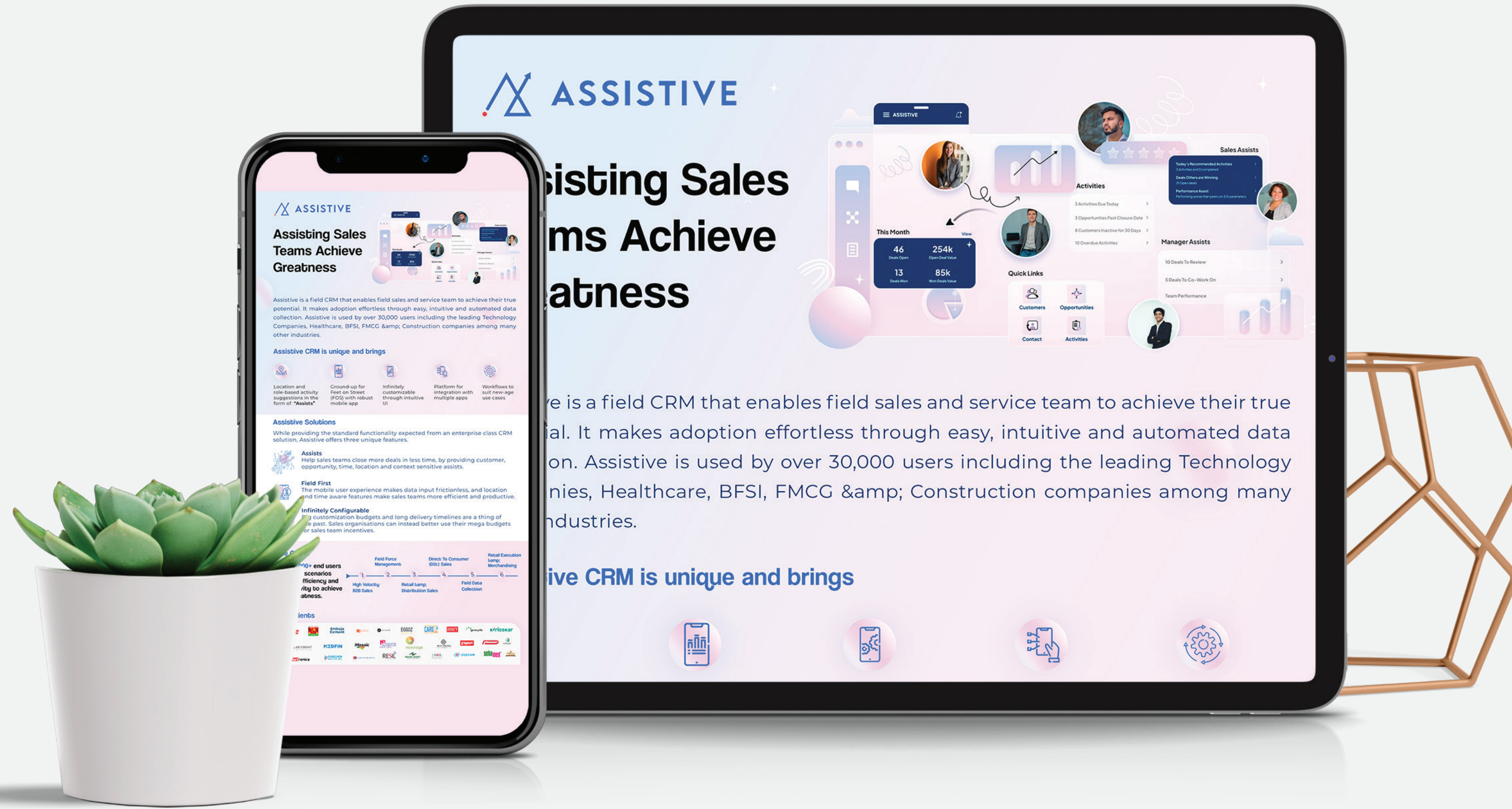
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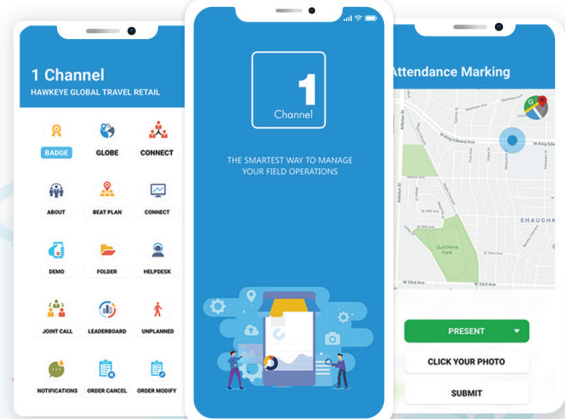
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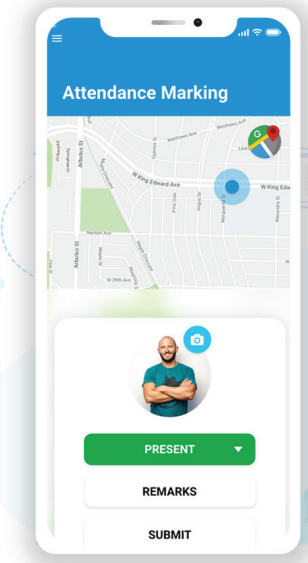
**1CHANNEL - FIELD FORCE AUTOMATION SOLUTION**



ENHANCE YOUR **FIELD FORCE PRODUCTIVITY** BY MORE THAN **30%**

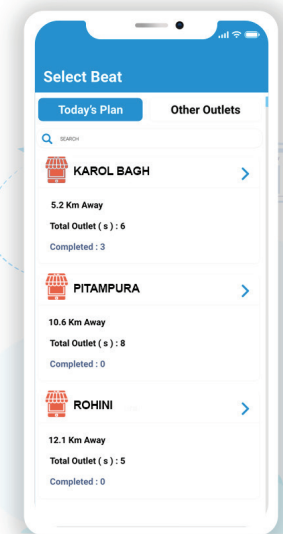
- BEH & CLEAR ANALYTICS
- EASY TO USE, CONFIGURABLE INTERFACE
- PRESIDENTS/SALES AS BANG PRICE
- EASY TO USE, CONFIGURABLE INTERFACE

**GEO-TAGGED ATTENDANCE & MARKET VISIT**



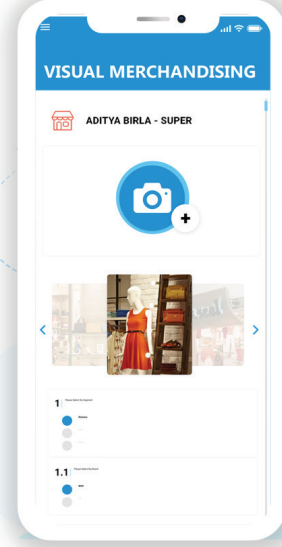
Know if your team is in the market and improve the overall discipline of your field executives

**EFFICIENT BEAT PLANNING**



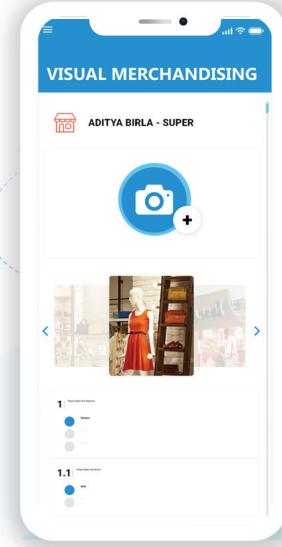
Design PJP for your team basis store category or any other attributes or let them create their own.

**VISUAL MERCHANDISING & RETAIL EXECUTION**



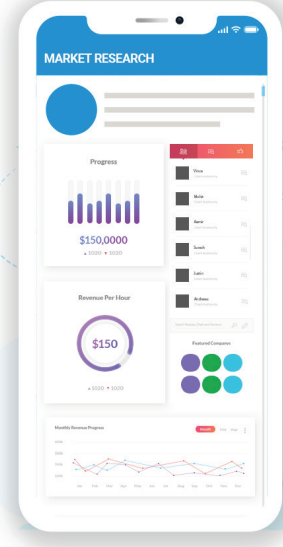
Track coverage and quality of all your BTL activities with geo-tagged and time-stamped images

**VISUAL MERCHANDISING & RETAIL EXECUTION**



Track coverage and quality of all your BTL activities with geo-tagged and time-stamped images

**MARKET INTELLIGENCE**



Capture and analyse important data on your competitors activities, your share of shelf, in-store branding etc



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**Can we help?**  
**We're ready**  
**when you are.**

**Get in touch**

enquiries@zebrakross.in

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CIT Nagar West, CIT Nagar,  
Chennai, Tamil Nadu – 600035

If you want to partner with a strategic branding and design agency who will get to know every facet of your brand, we're a great fit.

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