

**Know
Vesta**

PORTFOLIO

ABOUT US

Founded in 2025 by R.K. Parakh and Suman Parakh, KnowVesta began with a simple mission: to help businesses think differently and grow strategically. Today, we've evolved into a movement that enables brands to scale sustainably by blending creativity, technology, and strategy-driven insights.

As one of India's leading digital marketing agencies, we provide SEO, social media marketing, PPC, email campaigns, web development, creative branding, and video production all designed to deliver innovation, engagement, and measurable results.

FOUNDERS



R K Parakh
CEO & Founder



Suman Parakh
Director & Co-Founder



Sayak Sinha Mahapatra
Operation Manager

CORE TEAM

Know
Vesta



Suvradeep Mallick
Creative Head



Preeti Maurya
SEO Specialist



Swapnil Saha
Performance Marketer



Ishita Paul
Content Head

CORE TEAM

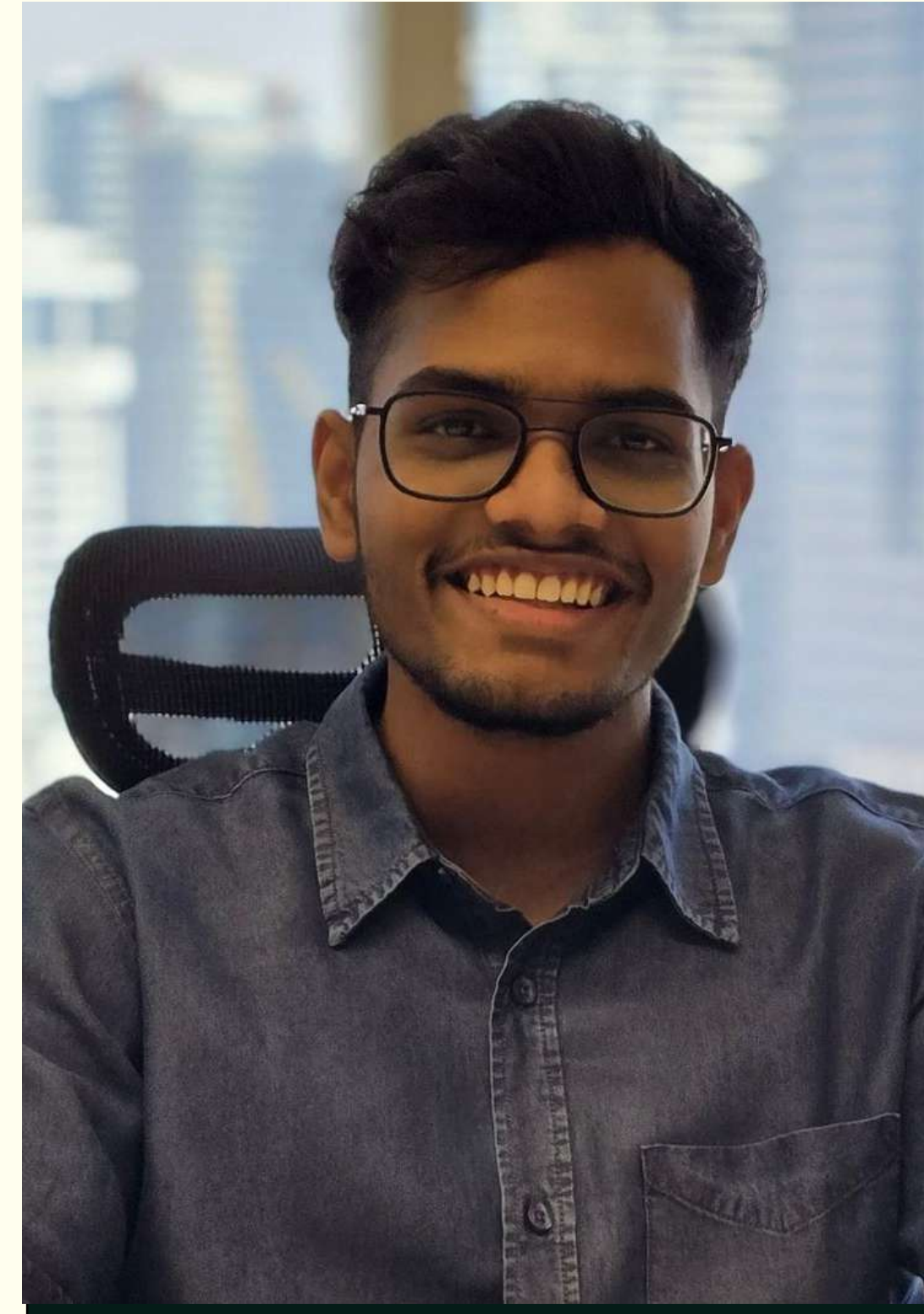
Know
Vesta



Ranju Mallik
Web & App developer



Saumik Basu
Video Production



Md Soheel
Social Media Manager



Priyanshu Bhargav
Wordpress developer

OUR SERVICES

Know
Vesta

1 ON 1 COUNSELLING

WEB DEVELOPMENT & REDESIGN

APP DEVELOPMENT

PERFORMANCE MARKETING

SEARCH ENGINE OPTIMIZATION

LINKEDIN MARKETING

BRANDING & LOGO DESIGN

SOCIAL MEDIA MANAGEMENT

VIDEO PRODUCTION

1-ON-1 CONSULTATION

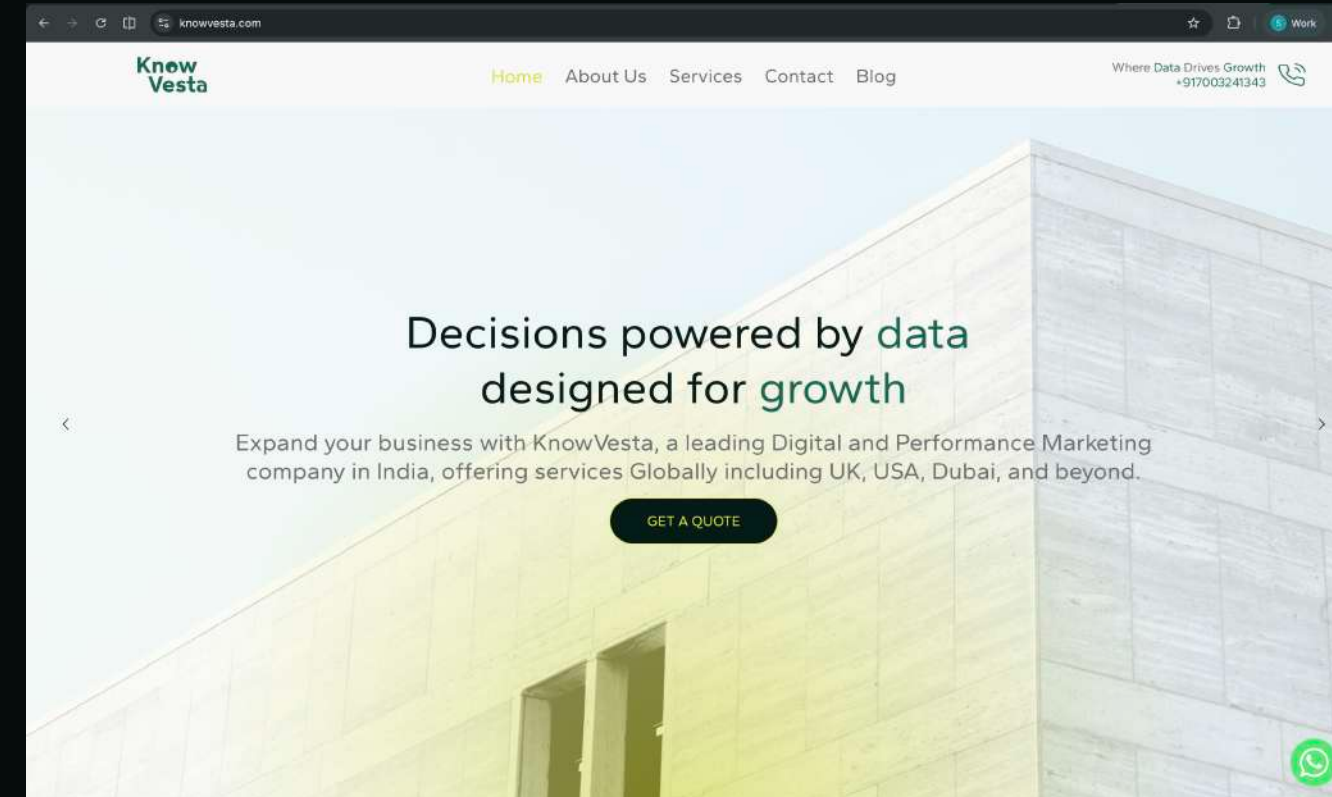
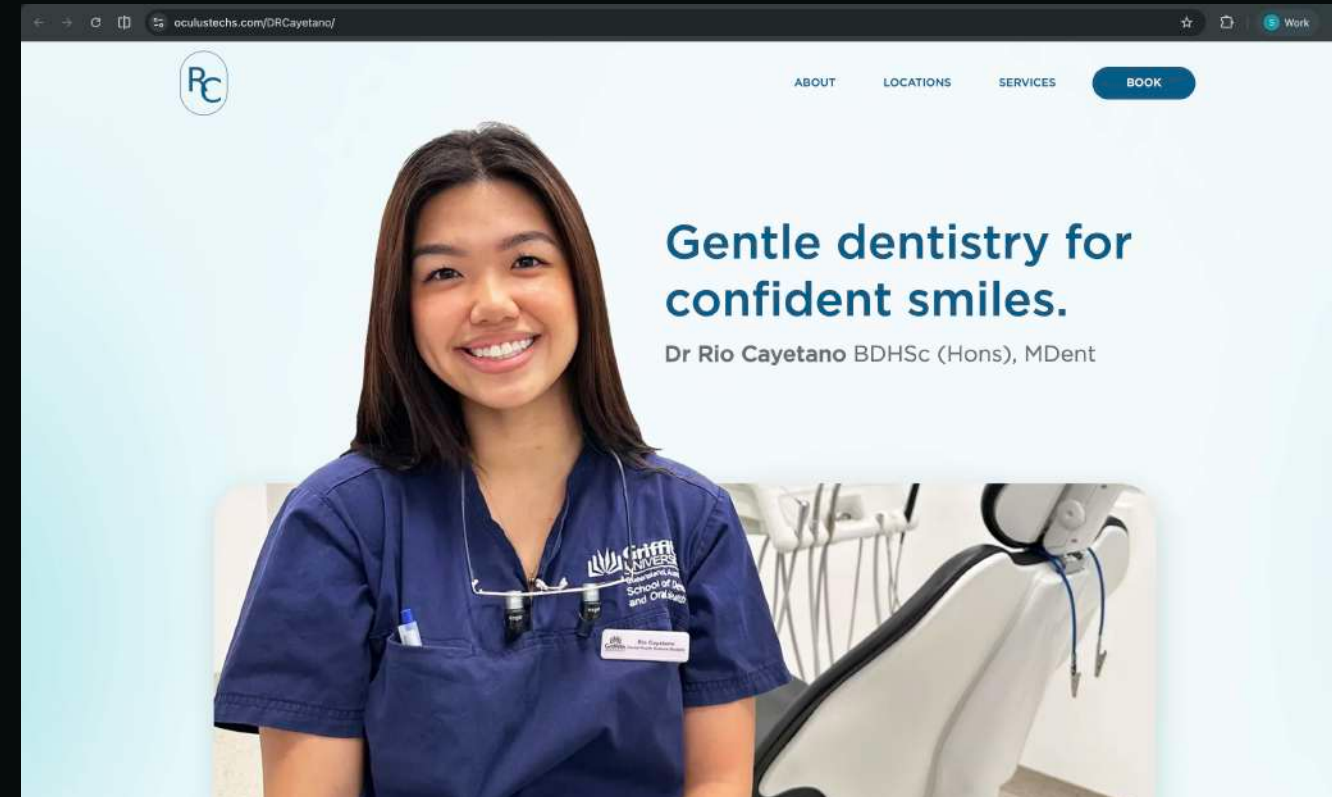
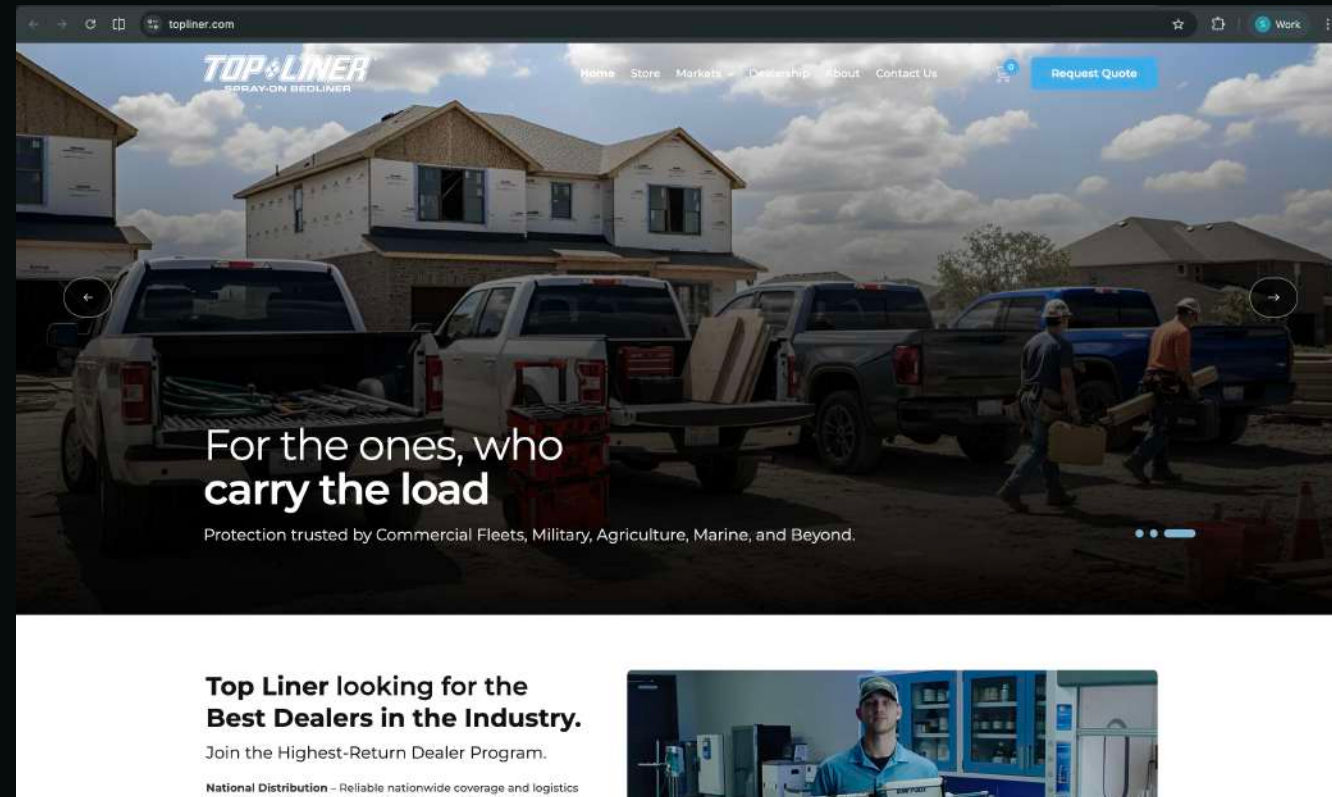
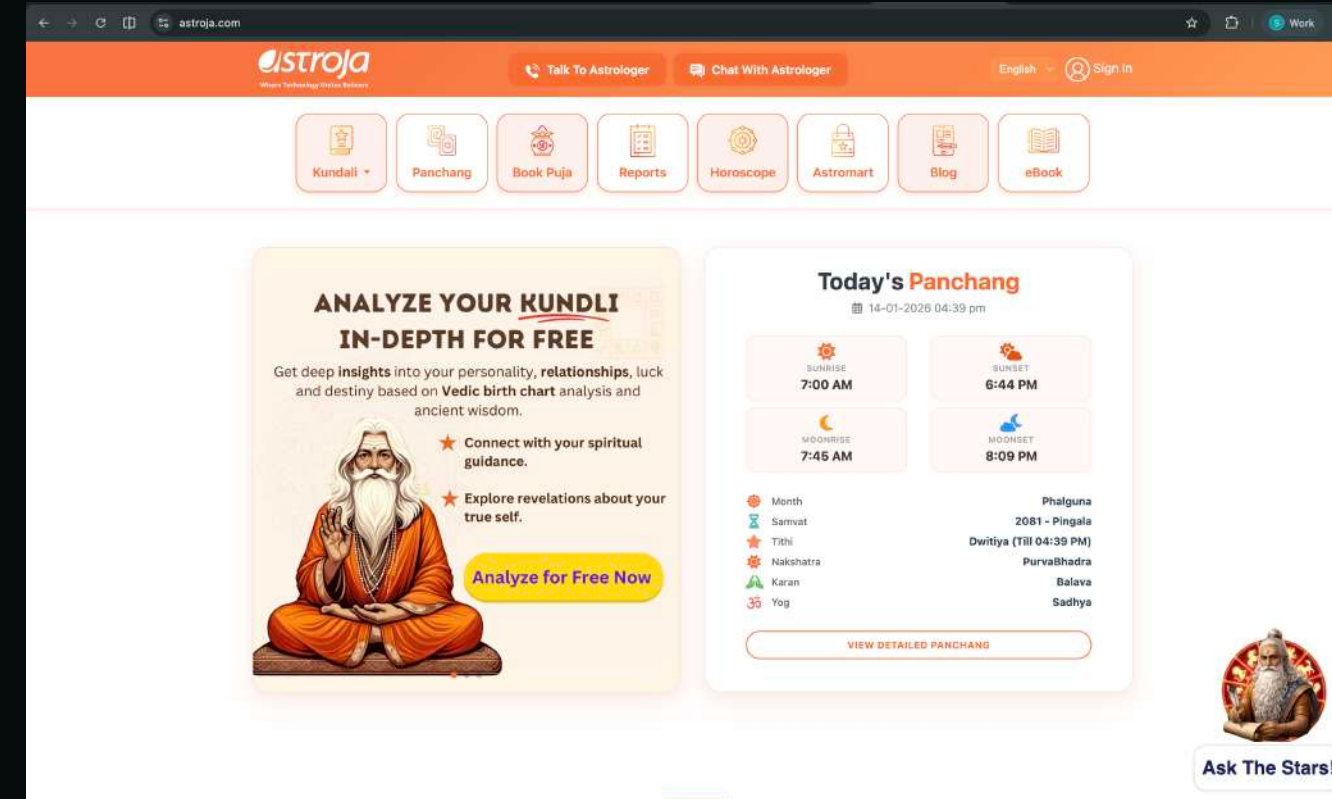
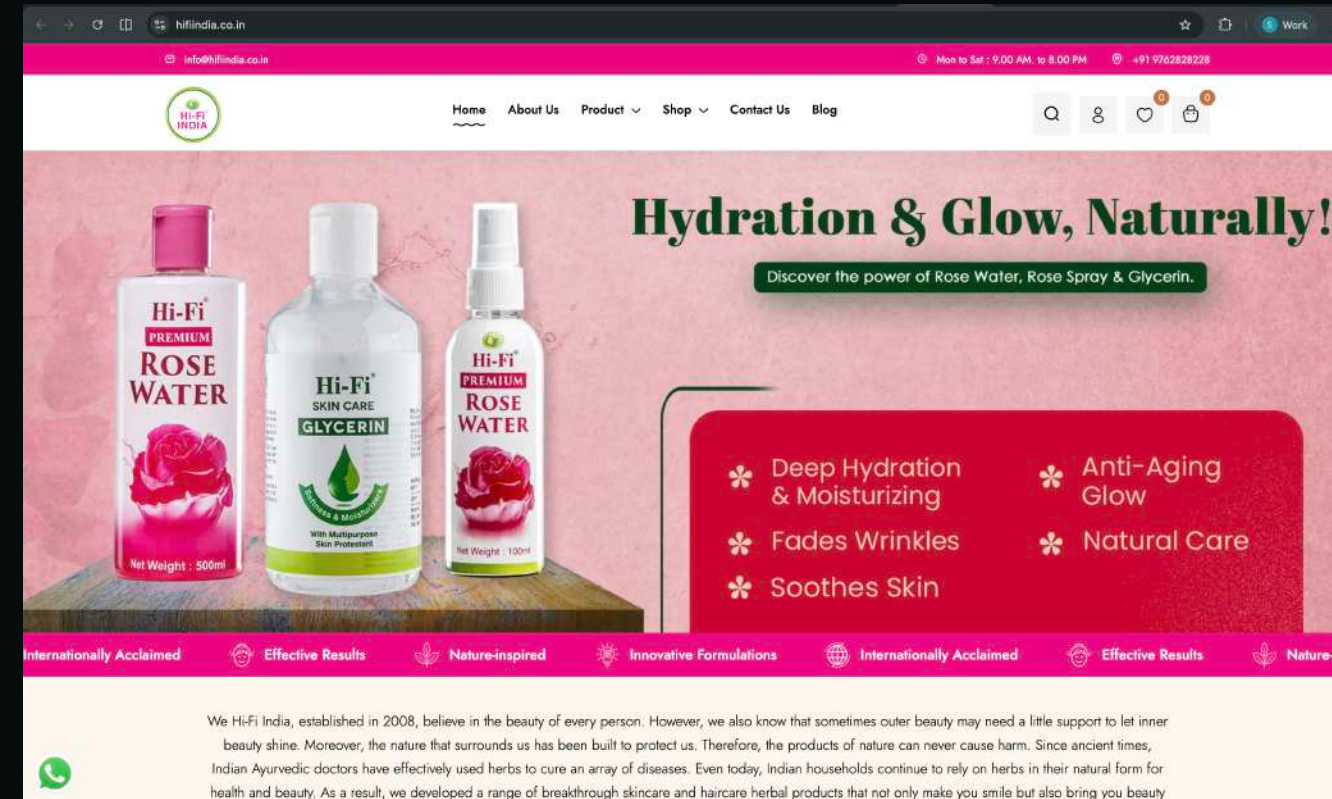
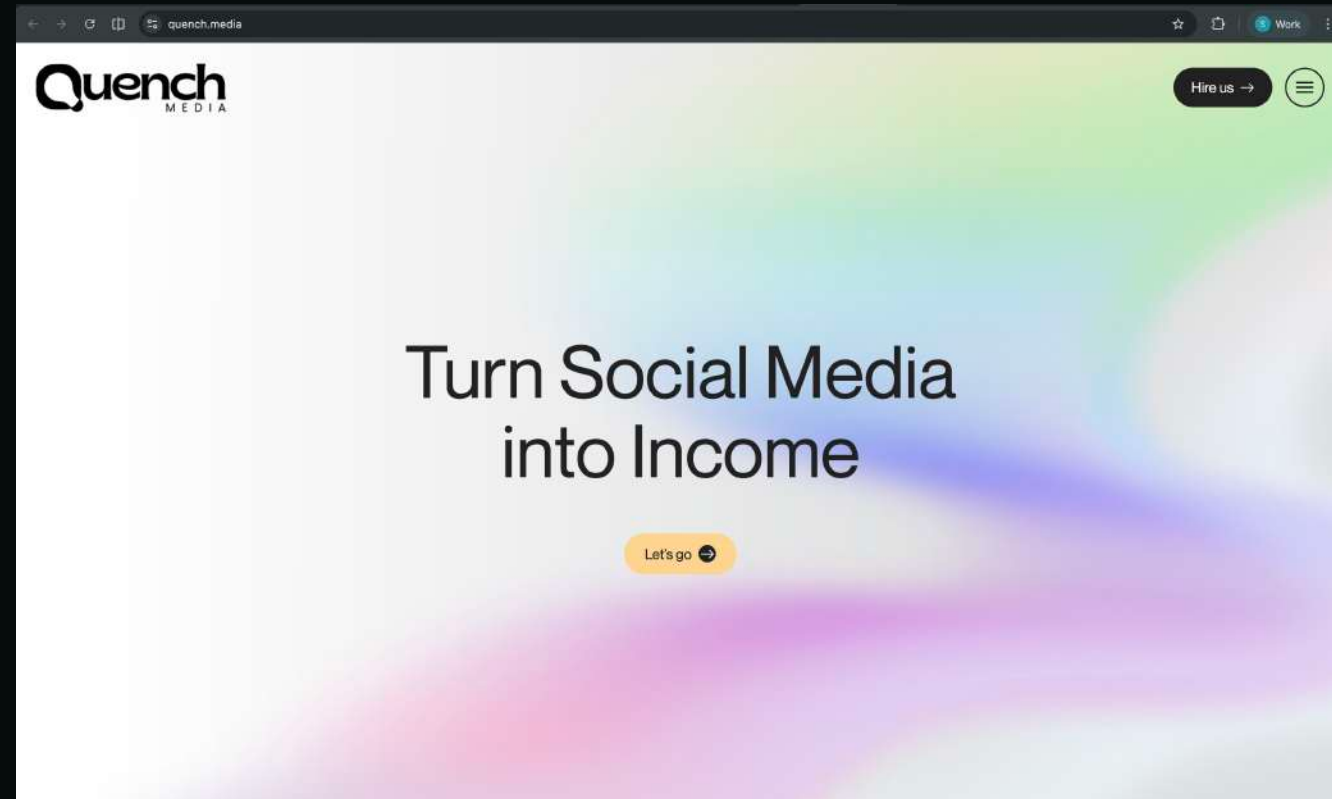
A 1-on-1 consultation with Mr. Rajendra Kumar Parakh, Founder & Business Strategist at KnowVesta

With being a Chartered Accountant (AIR 17), He brings 25+ years of cross-functional leadership as CEO/COO/CFO and consultant across multiple Companies like Shyam Metallics, Balasore Alloys Limited, Vikram Solar Limited, DDEV PLASTIKS INDUSTRIES LIMITED

**Currently He is the Chief Consultant of
VIKRAM SOLAR and KREDENT GROUP**



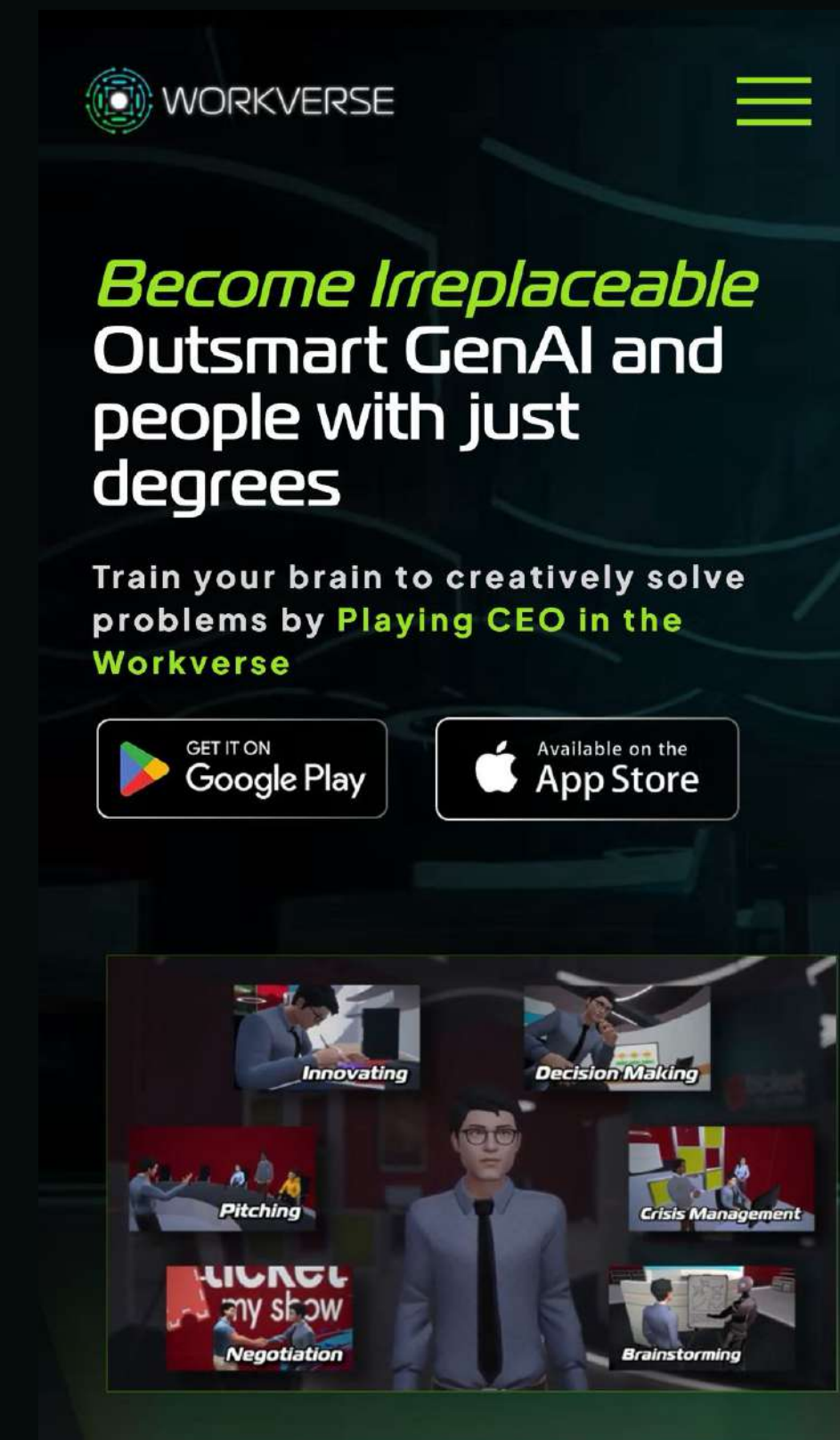
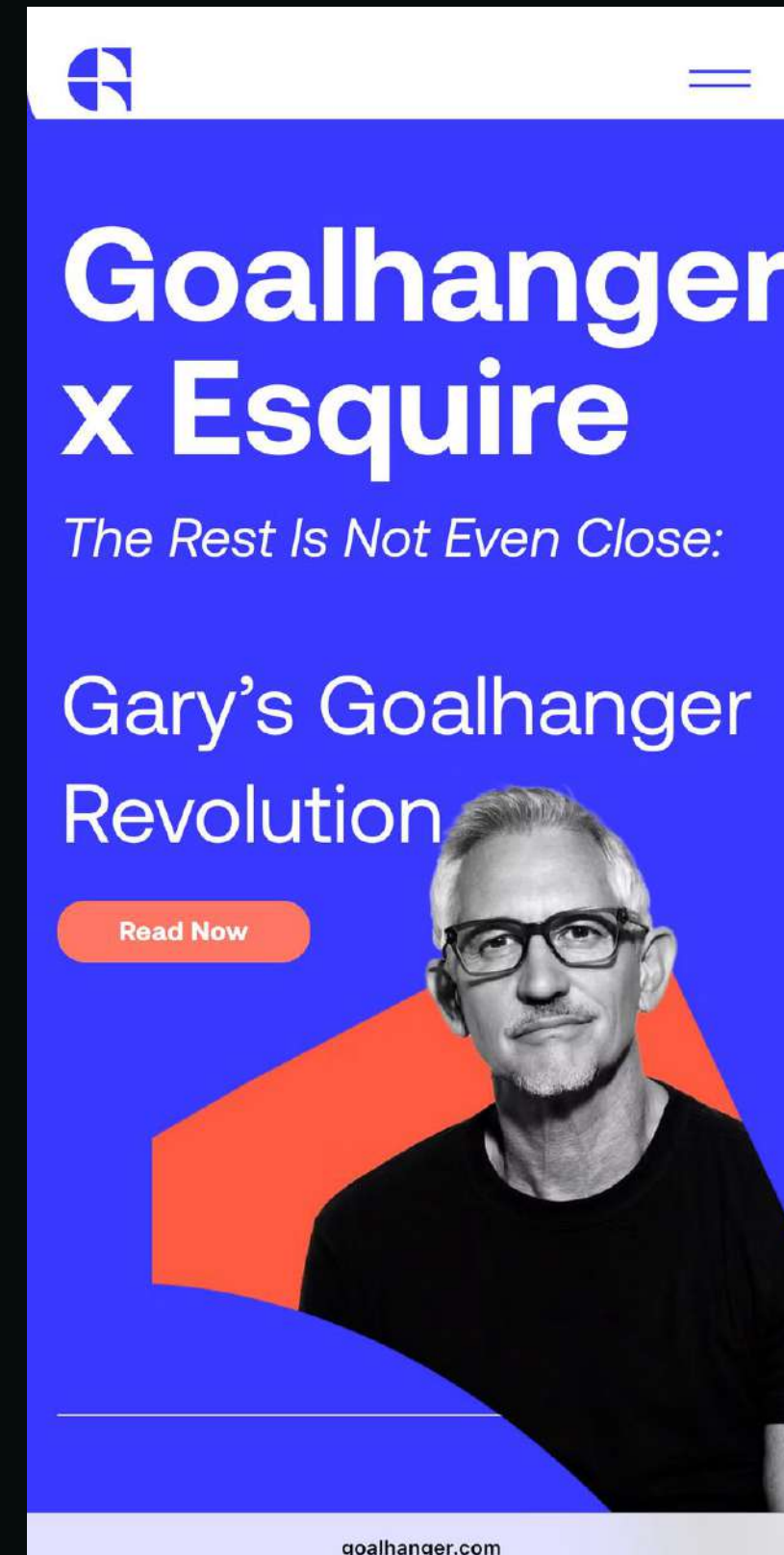
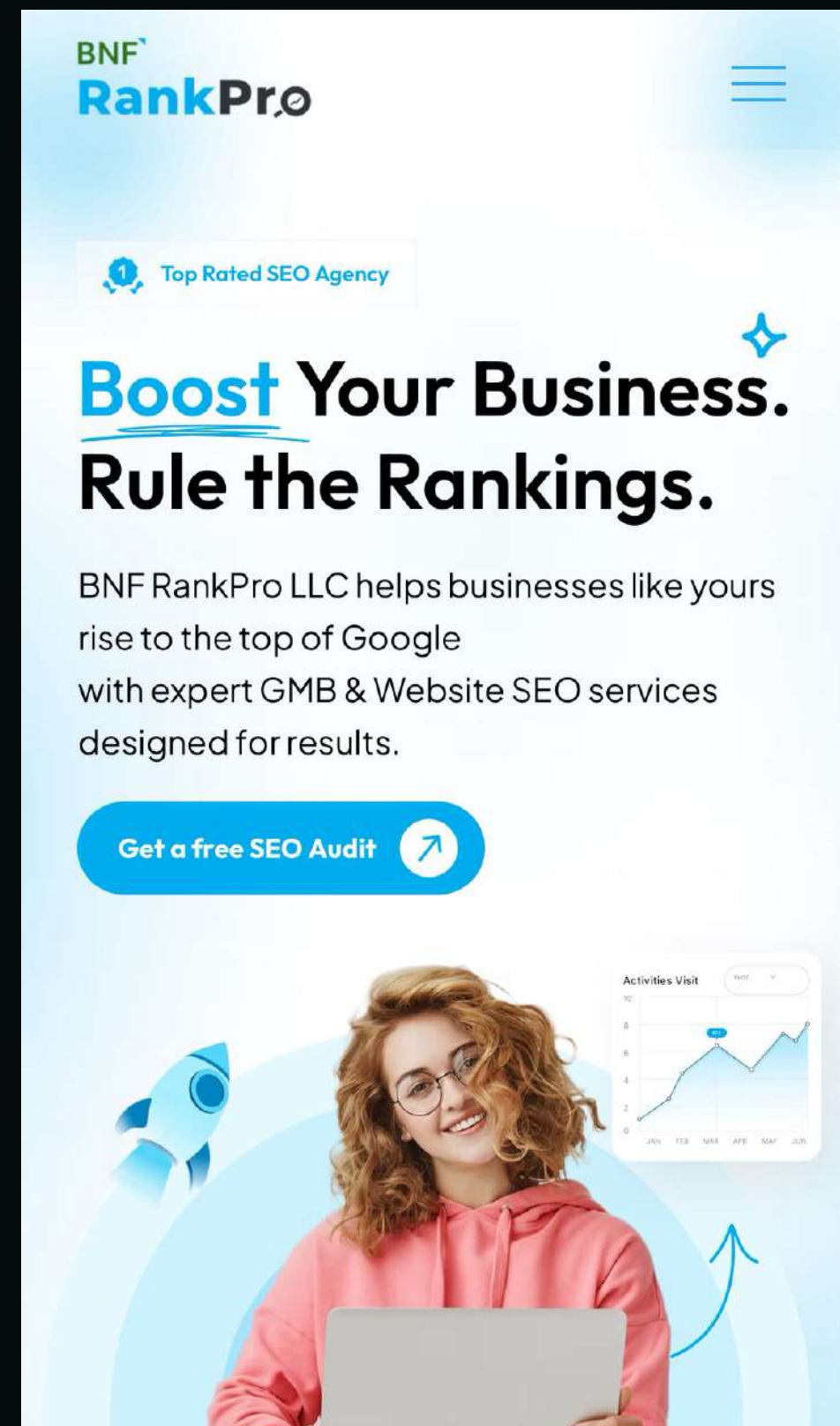
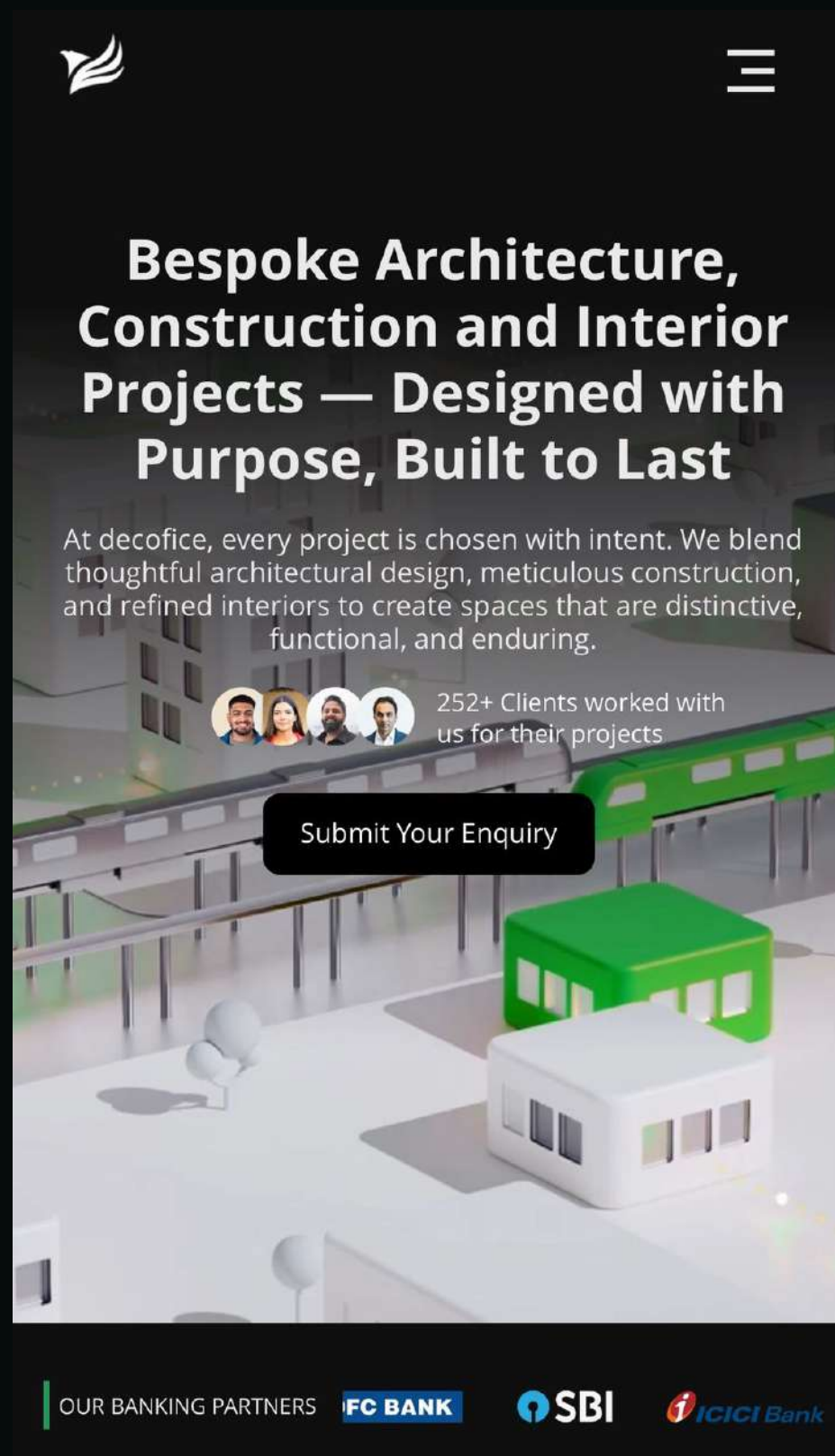
WEB DEVELOPMENT



We design and develop high-performing websites that blend aesthetics, functionality, and conversion to drive real business growth.

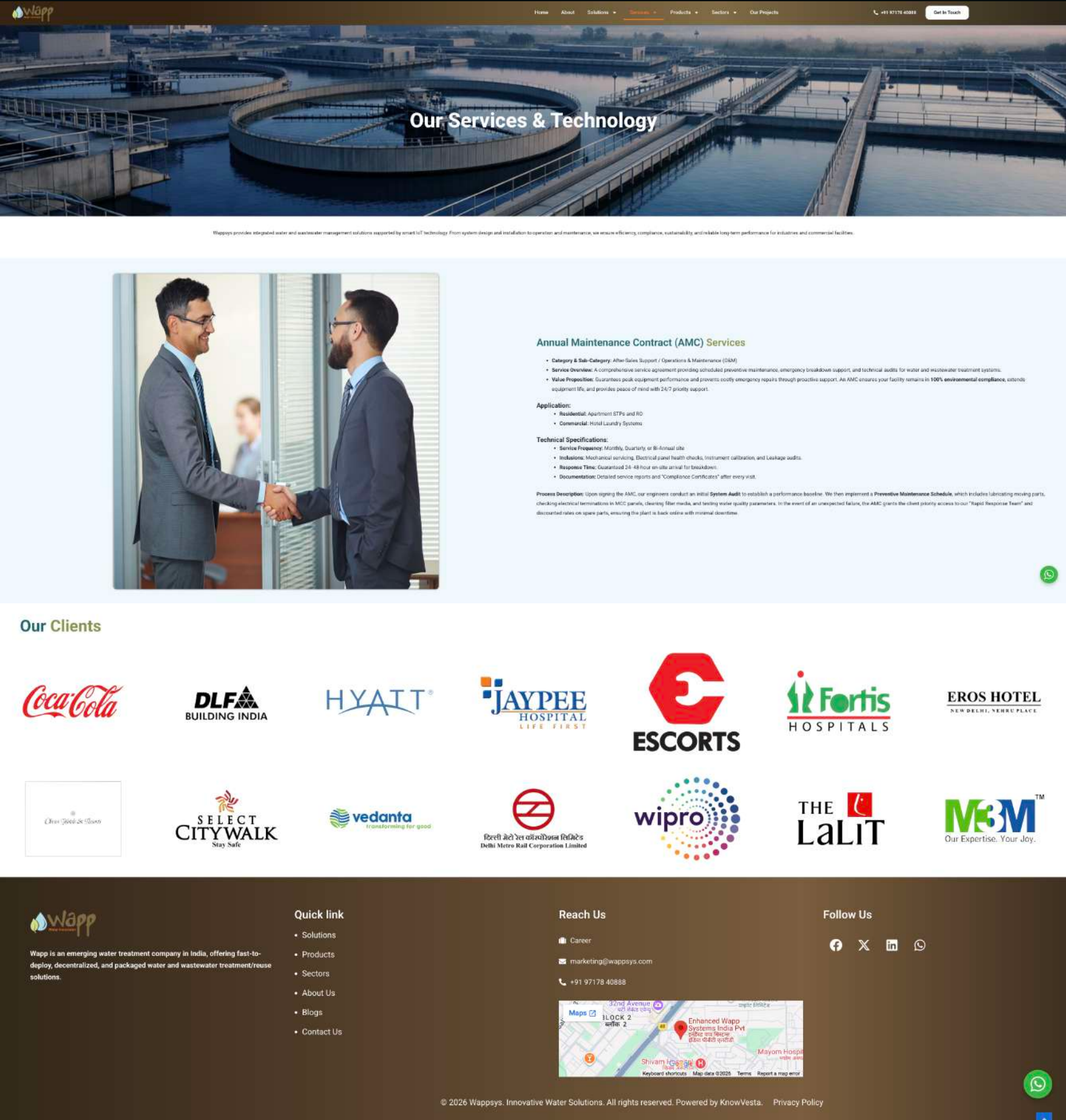
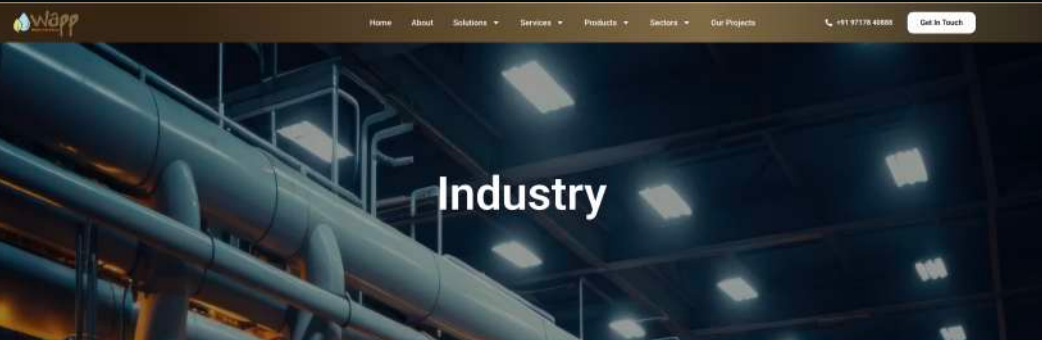
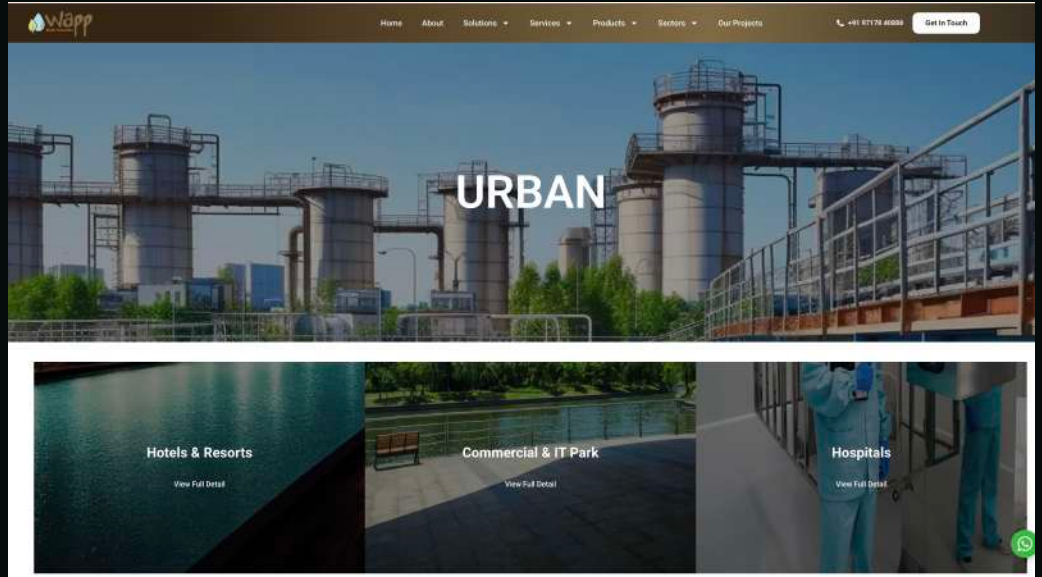
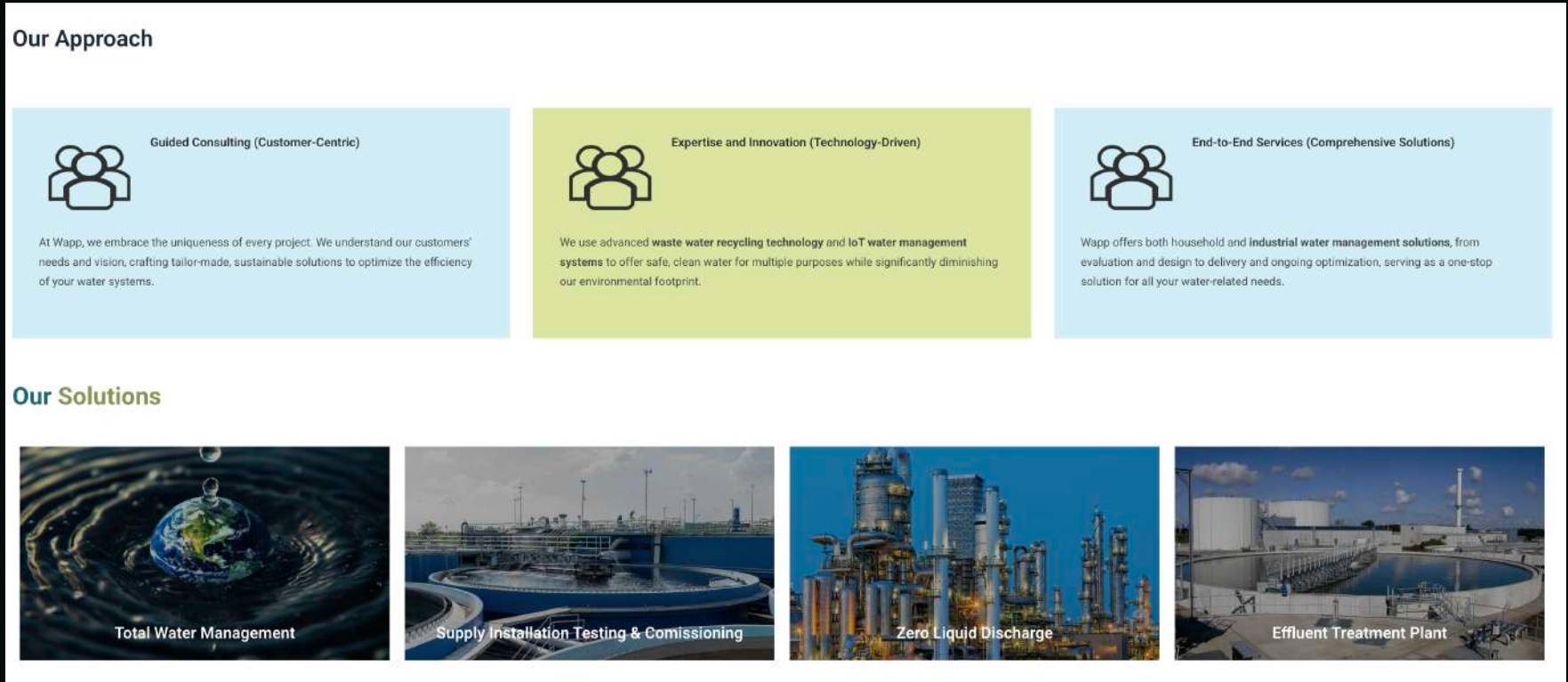
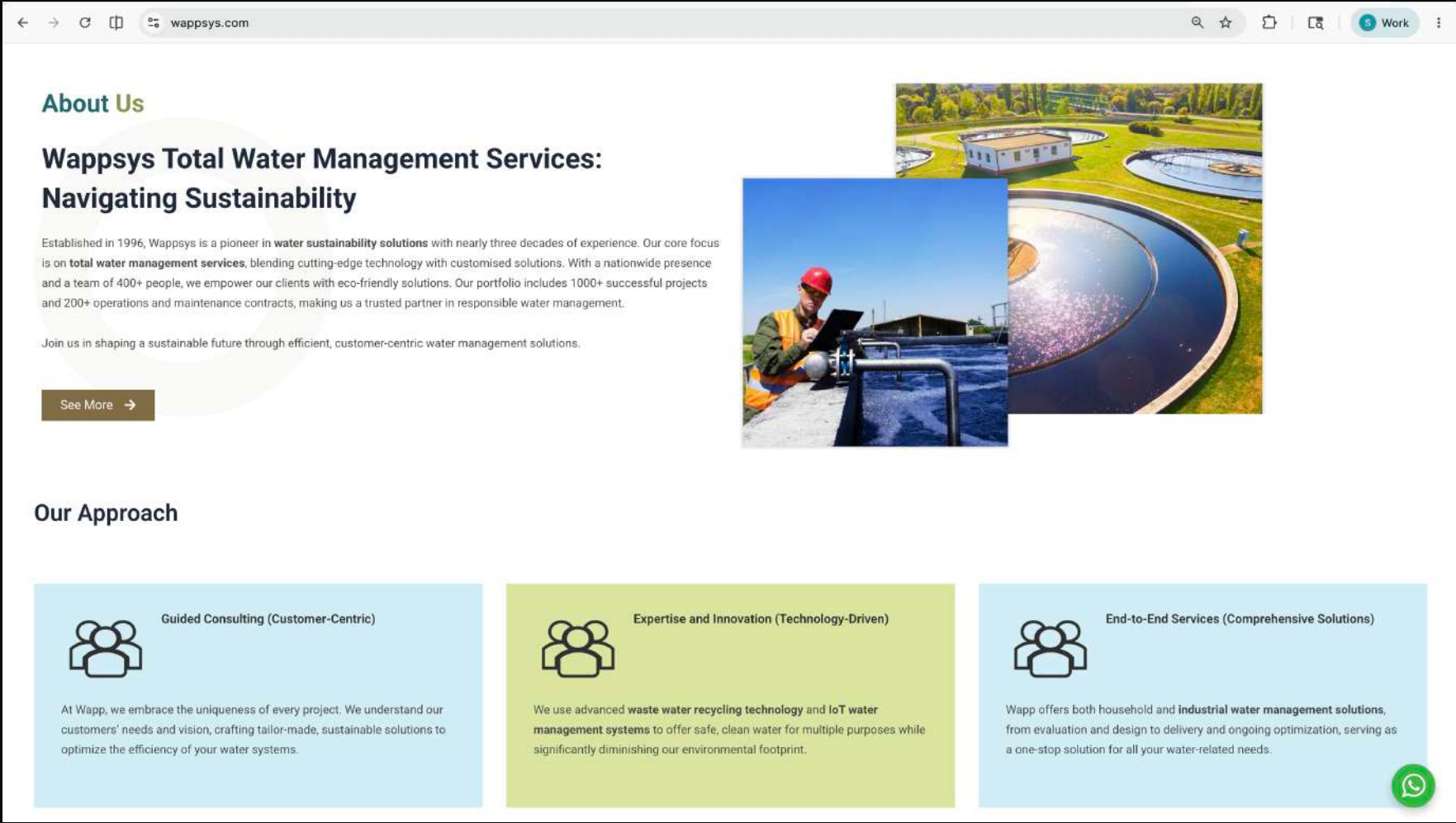
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WEB DEVELOPMENT



We create websites that not only look appealing but also generate leads. Our expert team builds corporate sites, e-commerce platforms, custom web apps, redesigns, and optimizes performance.

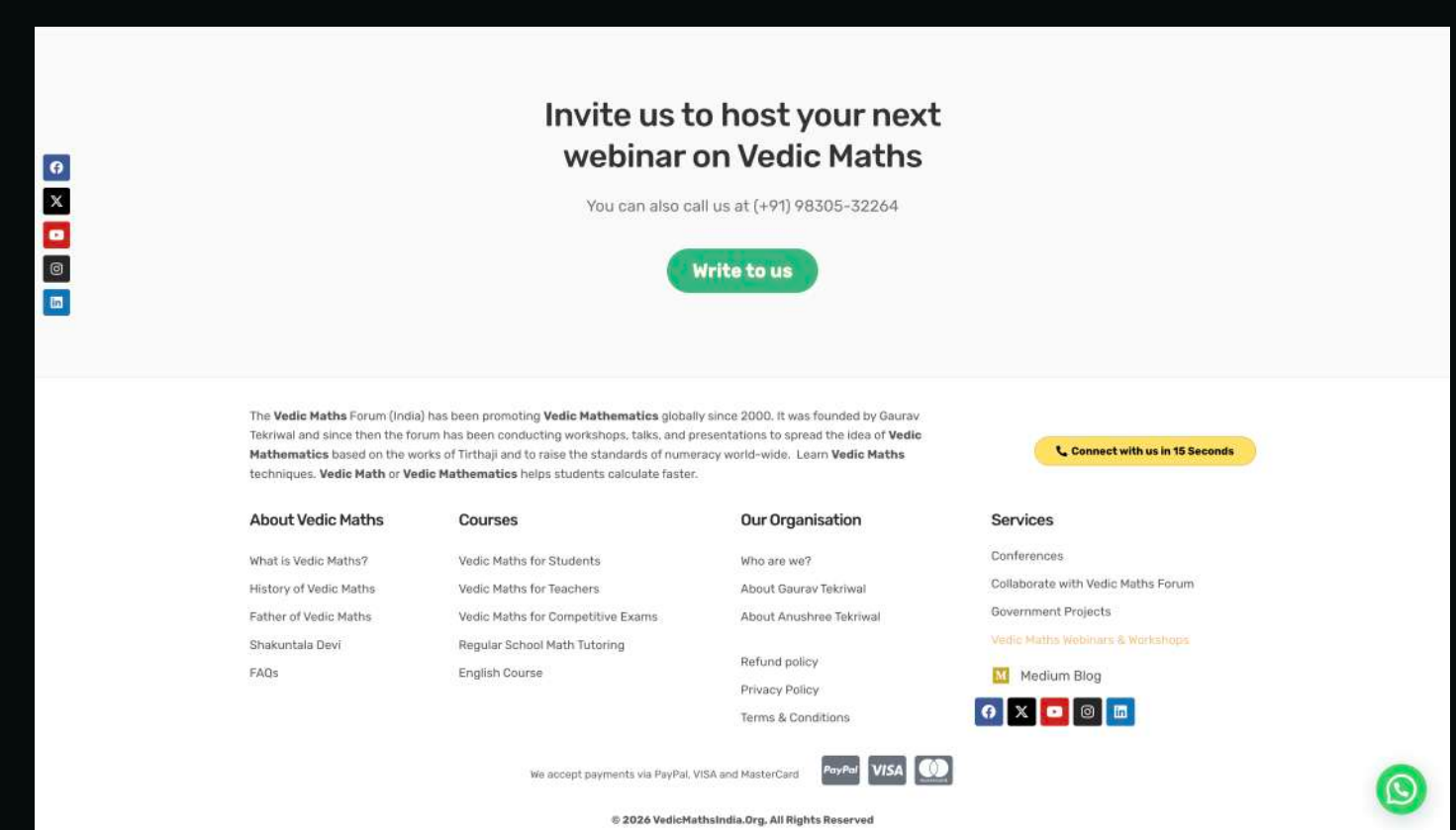
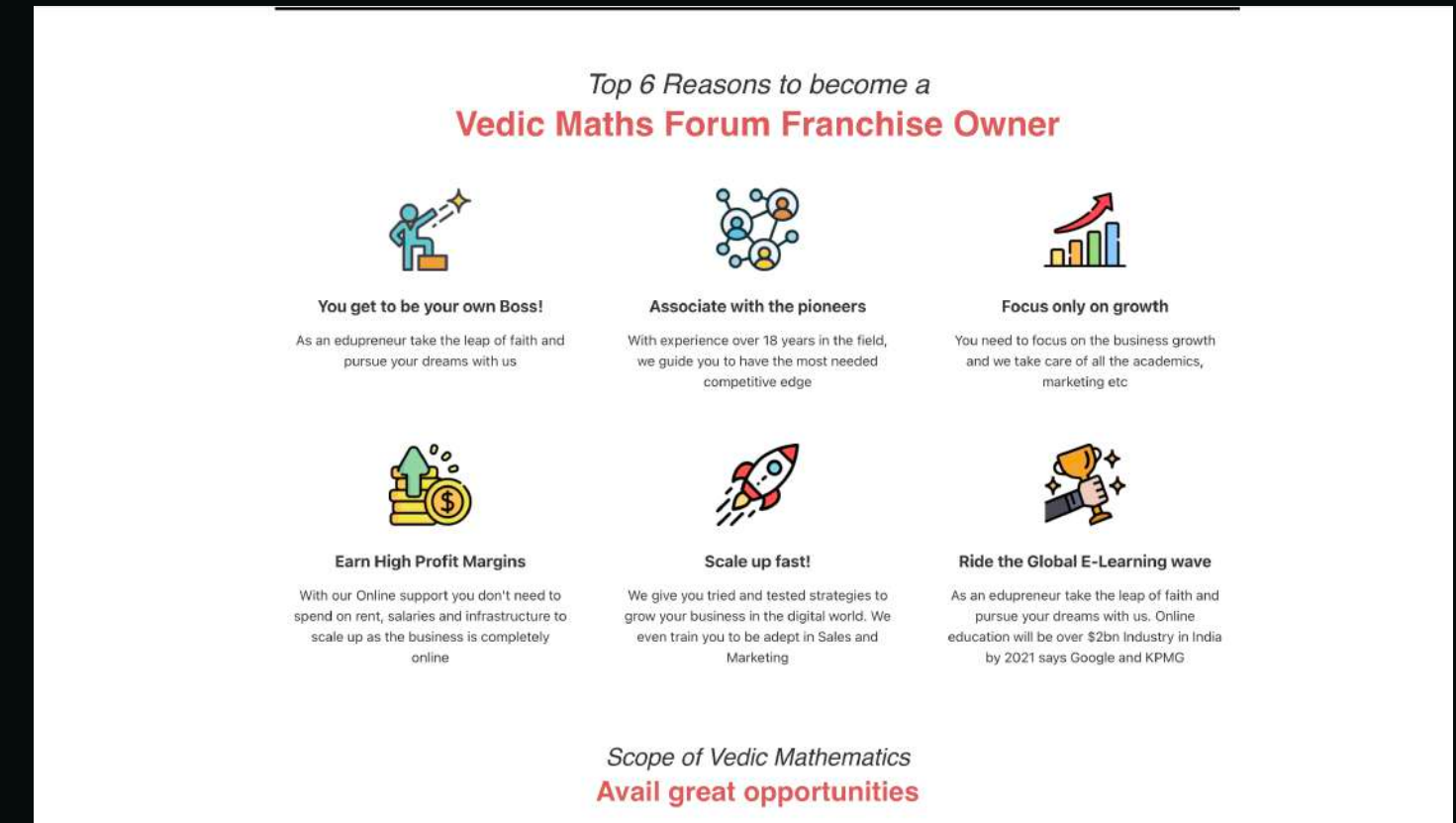
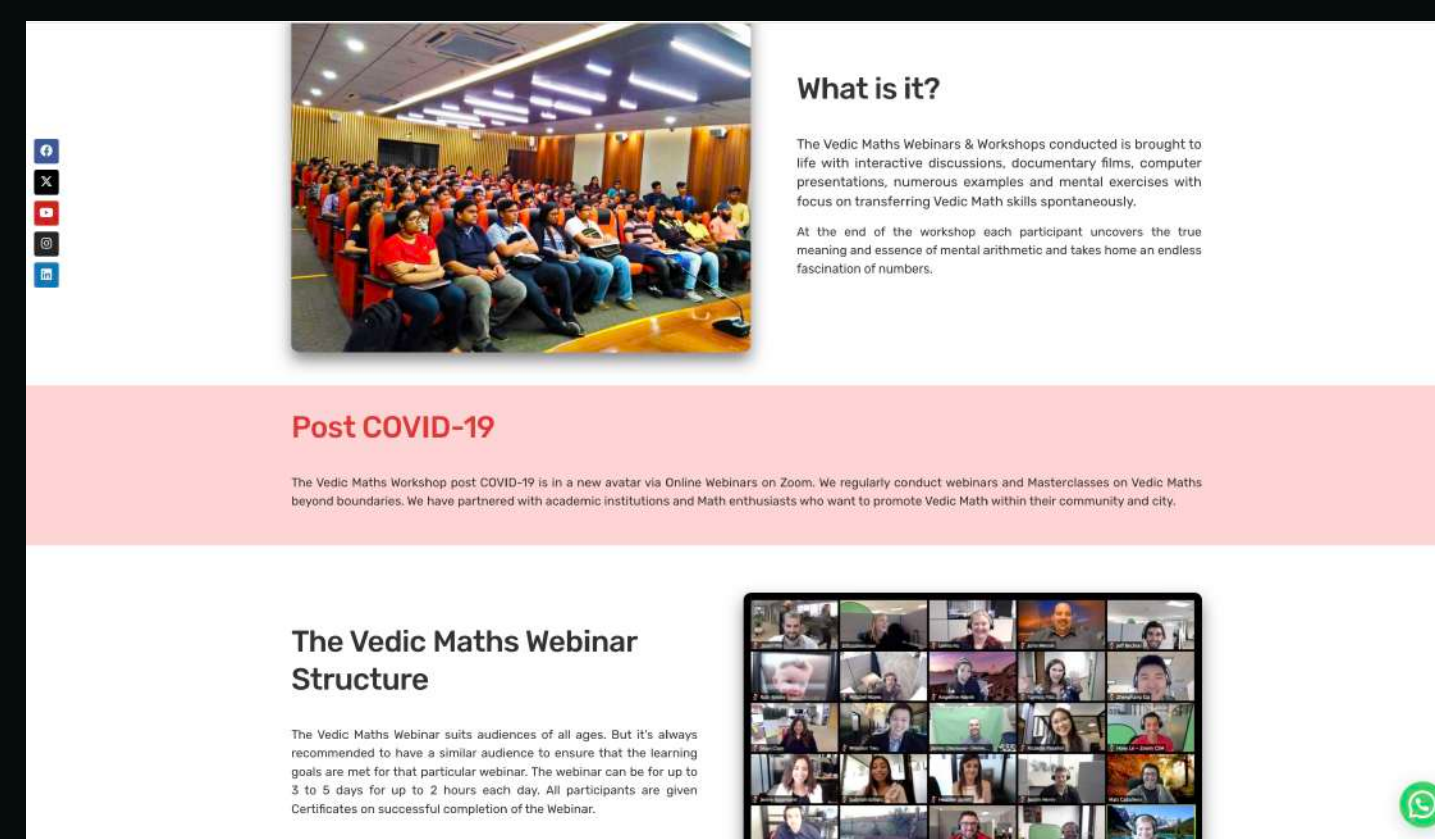
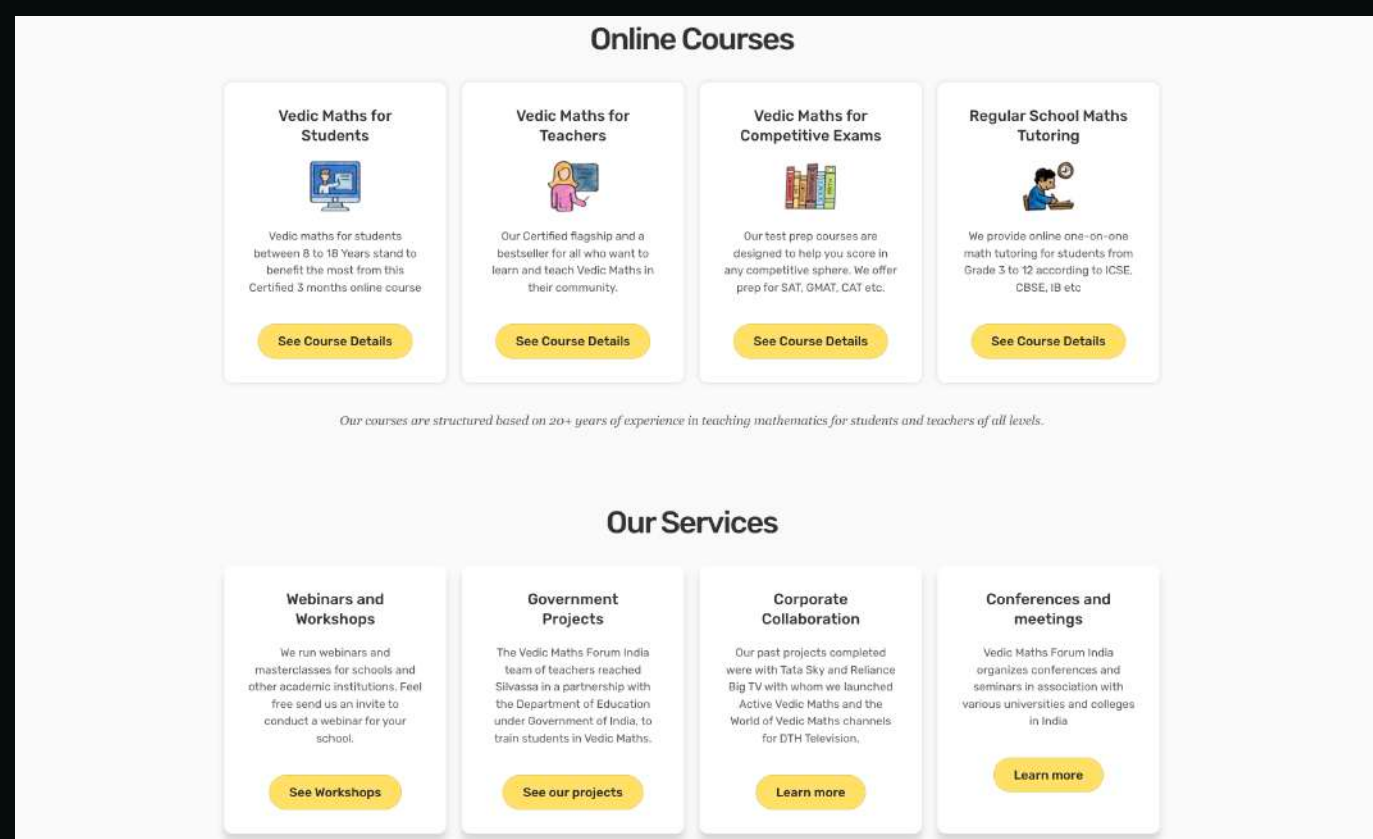
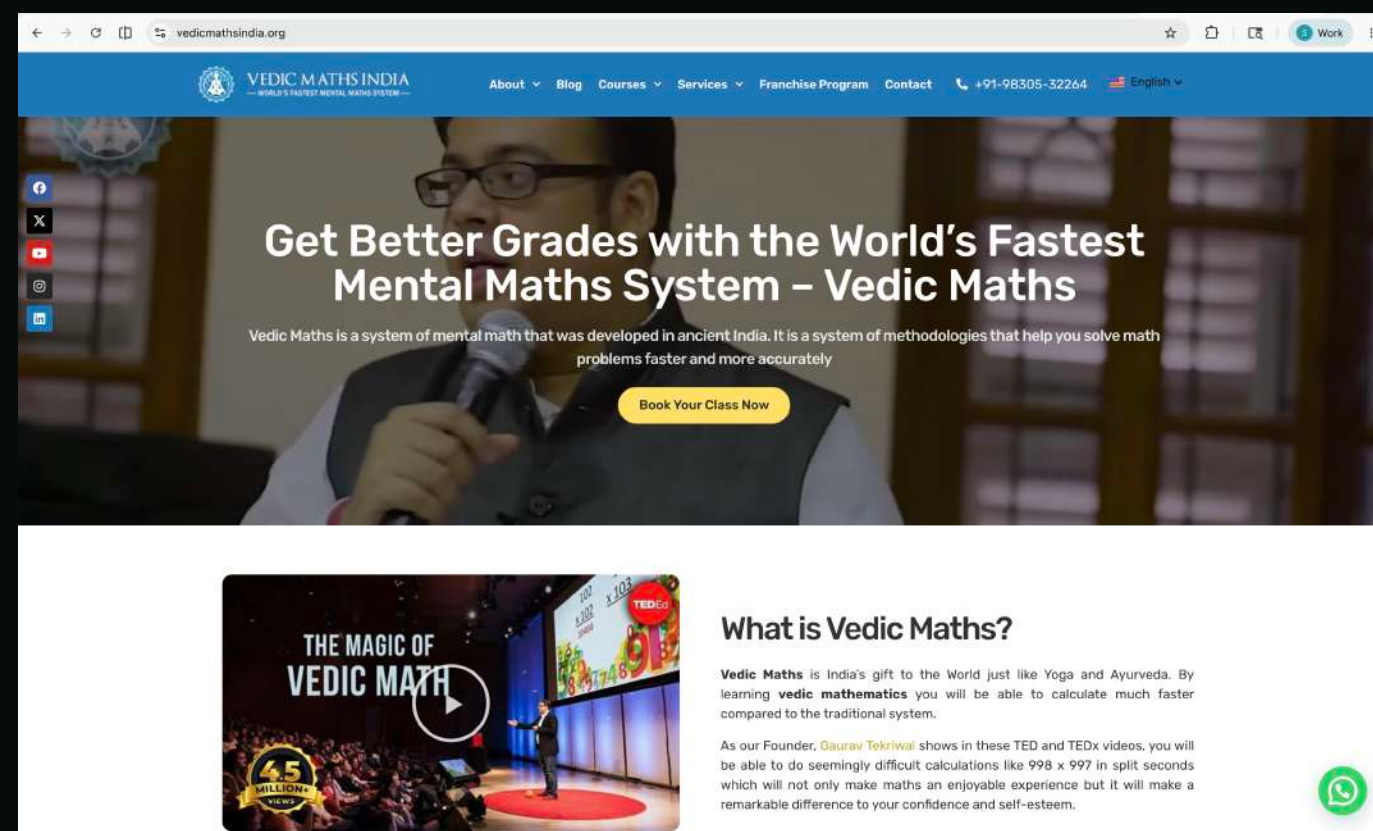
WEBSITE REDESIGN



We redesign websites to look sharper, perform faster, and convert better.

Know
Vesta

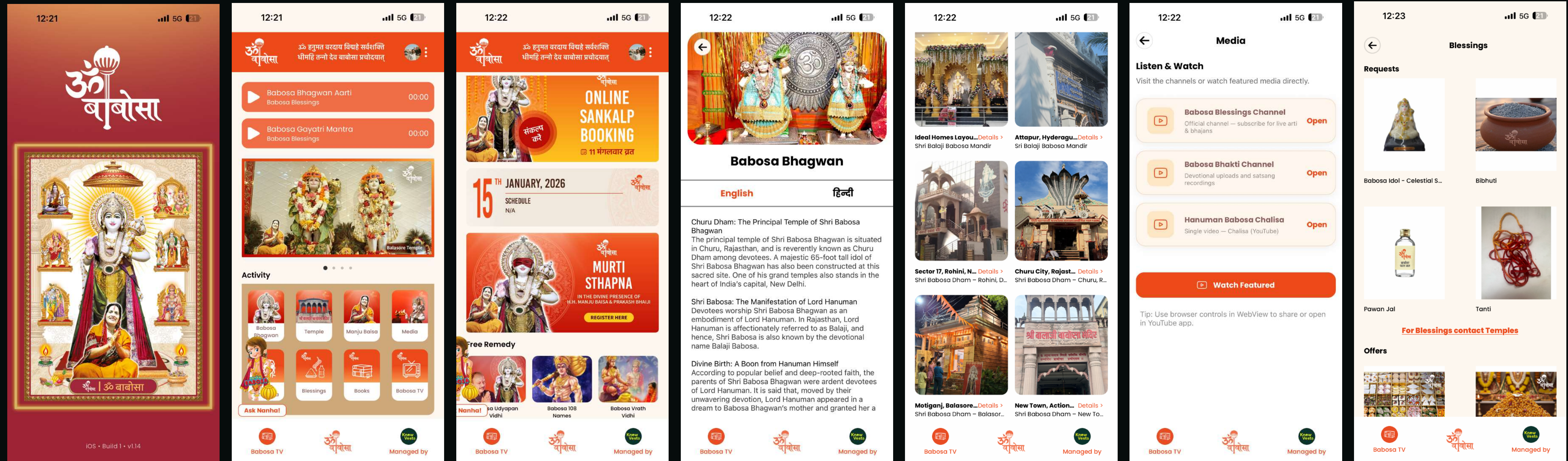
WEBSITE REDESIGN



We transform outdated websites into sleek digital experiences that capture attention and drive results.

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APP DEVELOPMENT

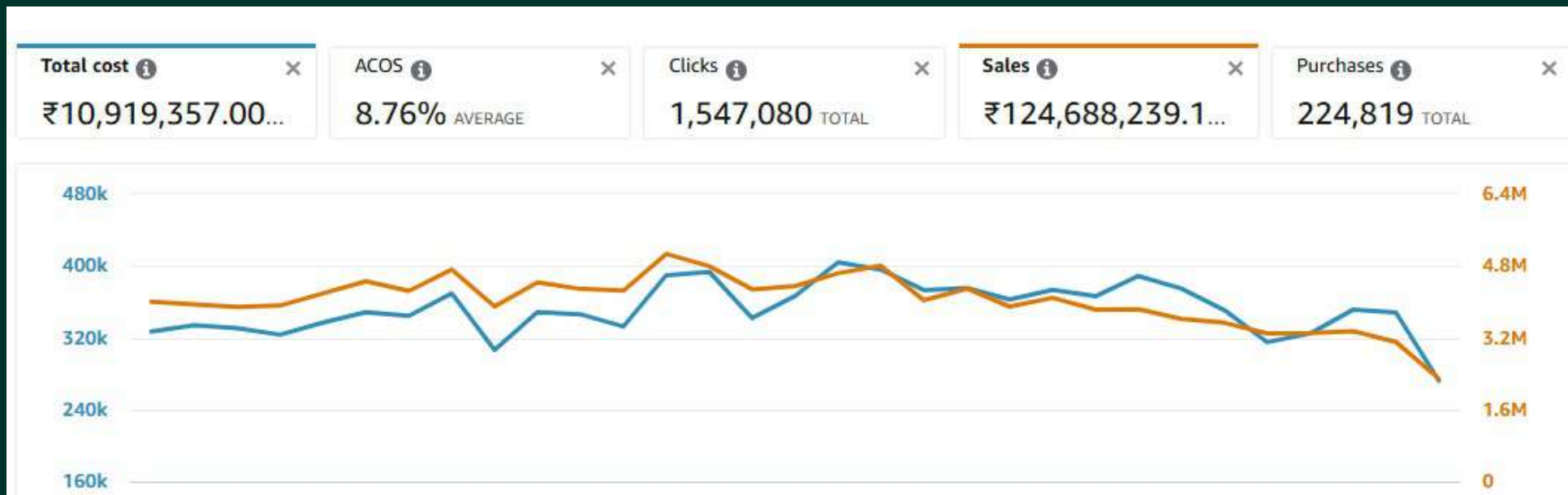


We build high-performing mobile applications that are intuitive, scalable, and user-focused. From concept and UI/UX to development and optimization, our apps are designed to deliver seamless experiences and real business impact.

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Vesta

PERFORMANCE MARKETING

Clicks ⓘ	CTR ⓘ	Total cost ⓘ	CPC ⓘ	Purchases ⓘ	Sales ⓘ	ACOS ⓘ	ROAS ⓘ
387,544	0.61%	₹2,727,244.24	₹7.04	48,852	₹26,360,733.41	10.35%	9.67
6,898	0.69%	₹133,171.08	₹19.31	2,071	₹1,077,413.87	12.36%	8.09
13,742	0.54%	₹92,973.70	₹6.77	868	₹1,425,905.58	6.52%	15.34
5,482	1.19%	₹92,714.78	₹16.91	2,183	₹1,093,704.07	8.48%	11.80
7,785	0.48%	₹91,403.85	₹11.74	689	₹1,469,467.53	6.22%	16.08
4,973	0.87%	₹78,906.44	₹15.87	2,056	₹1,169,850.83	6.75%	14.83
9,369	0.96%	₹78,350.61	₹8.36	658	₹842,015.90	9.31%	10.75
12,814	1.02%	₹74,559.02	₹5.82	744	₹1,192,197.84	6.25%	15.99
13,987	0.98%	₹70,991.42	₹5.08	734	₹929,401.71	7.64%	13.09



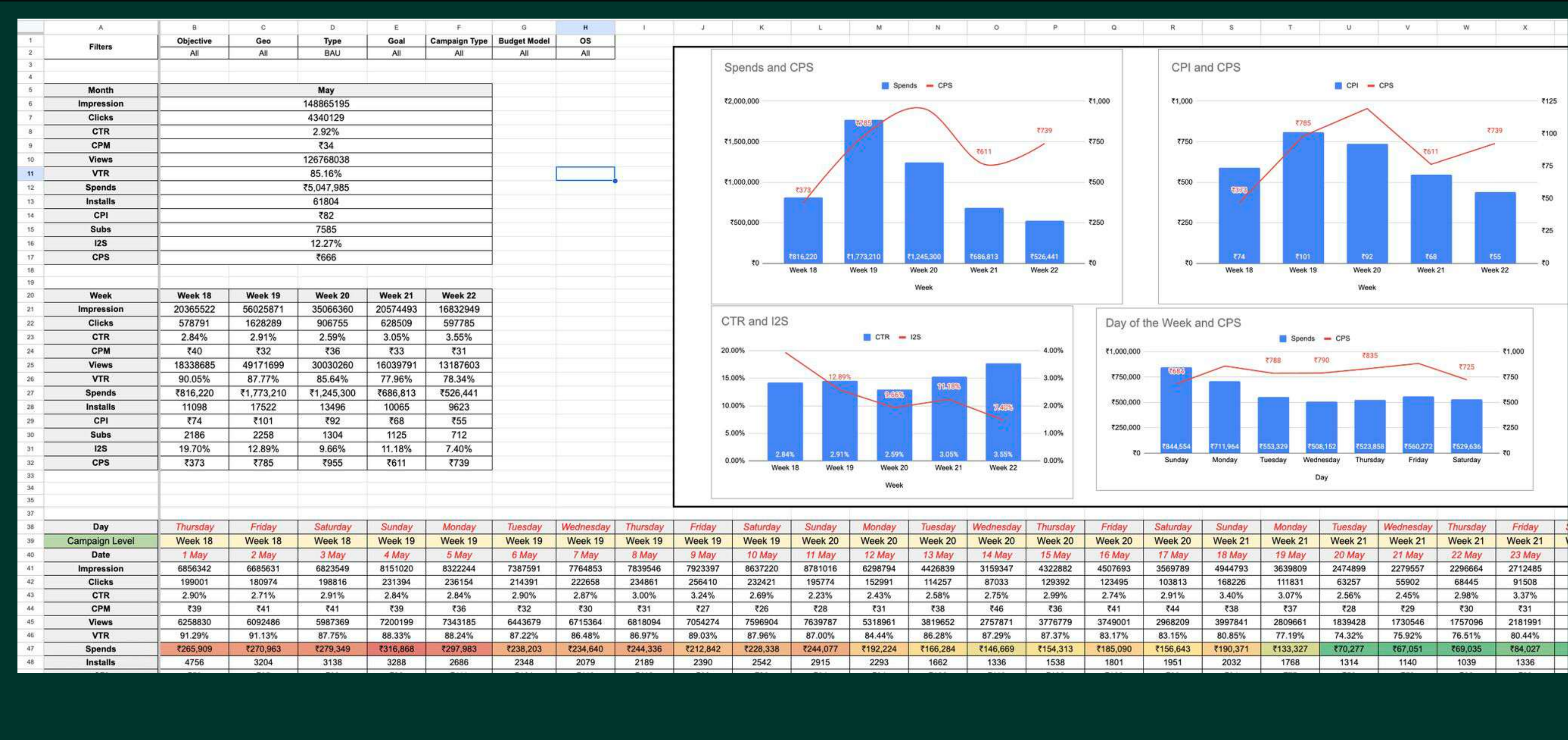
1,09,19,357 INR
Cost

8.76%
ACOS

12,46,88,239
Sales

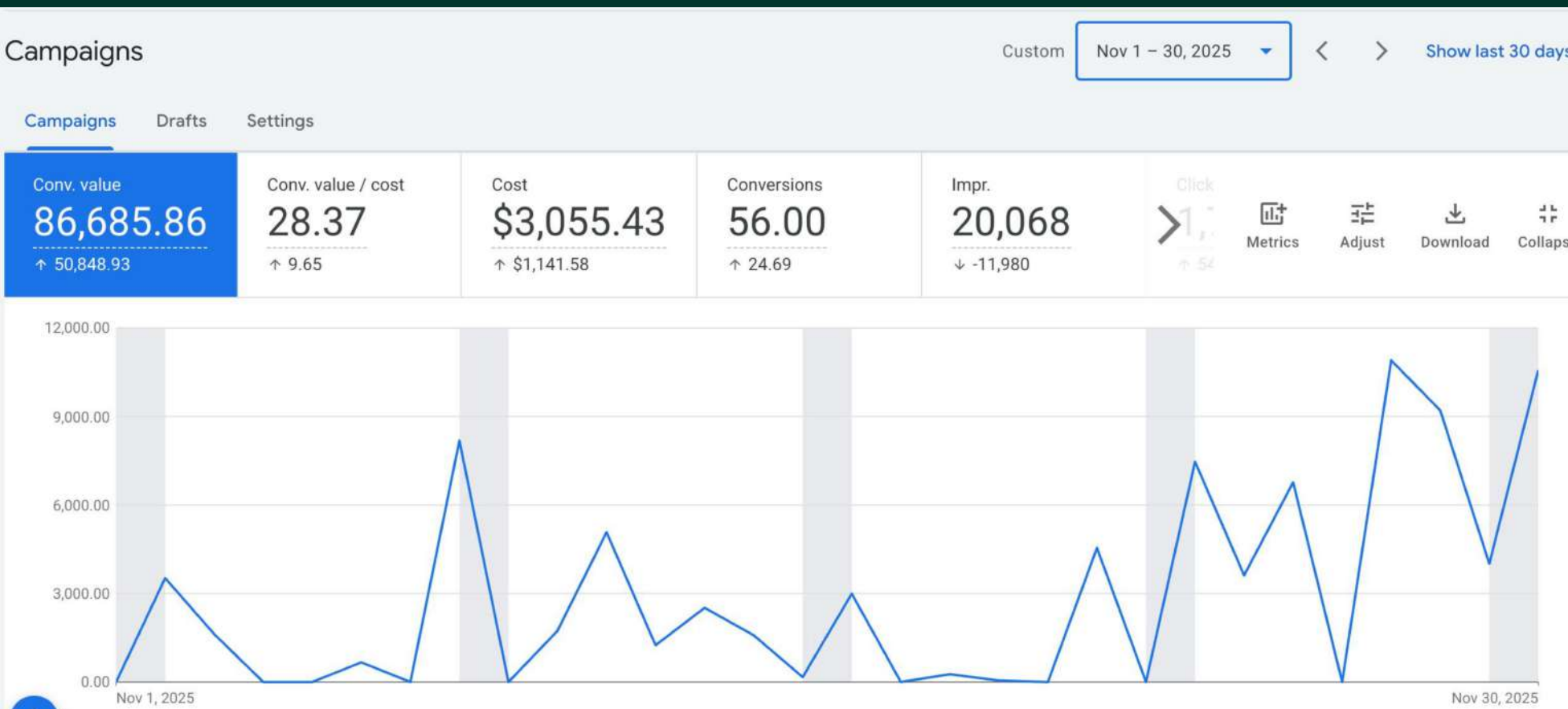
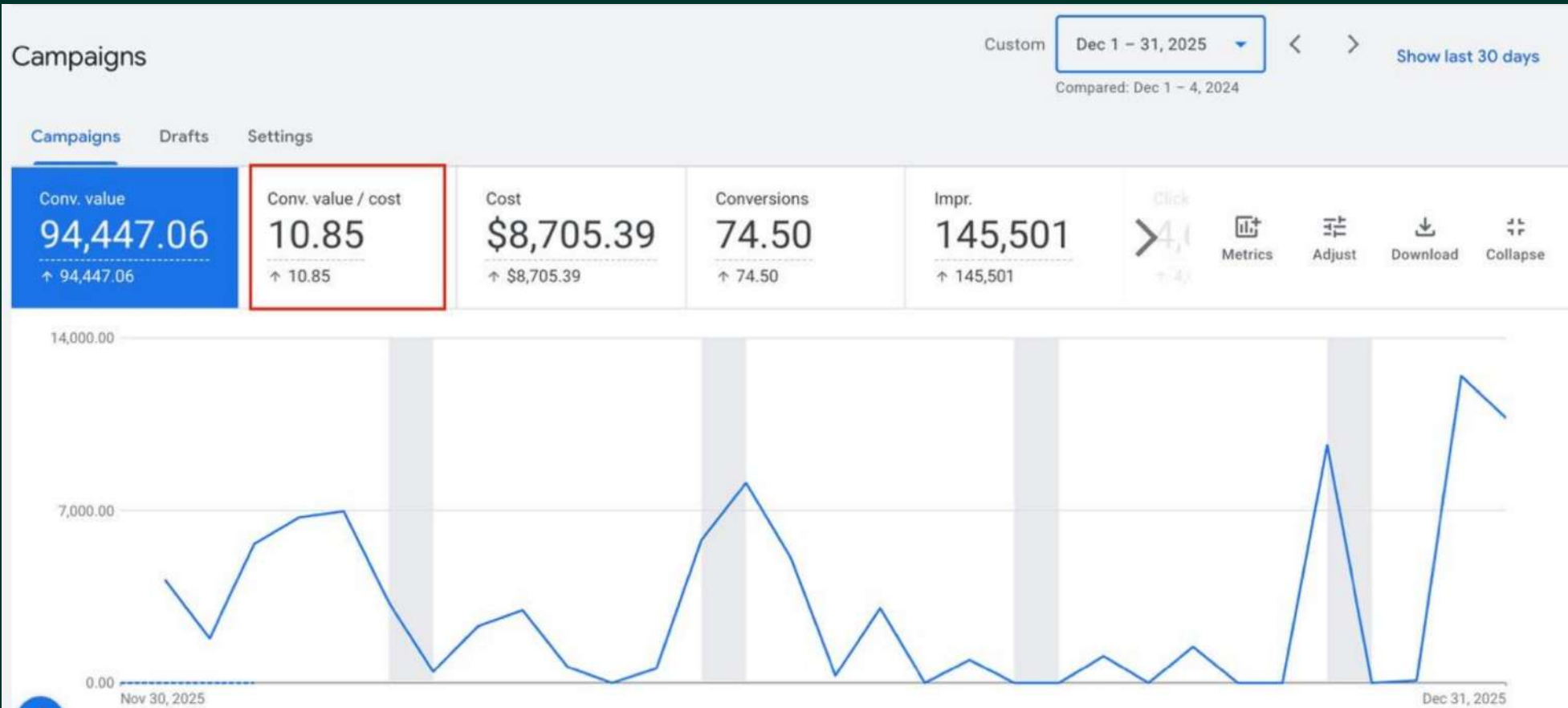
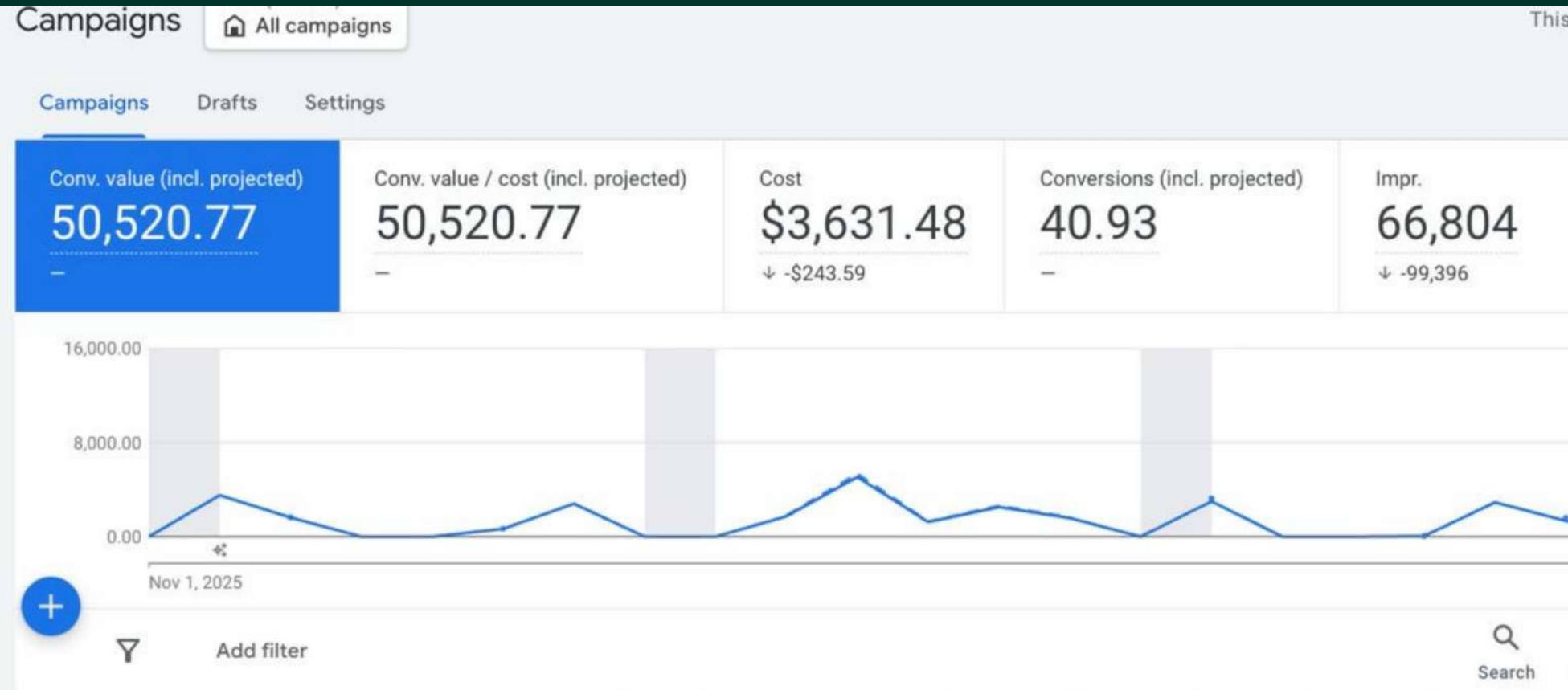
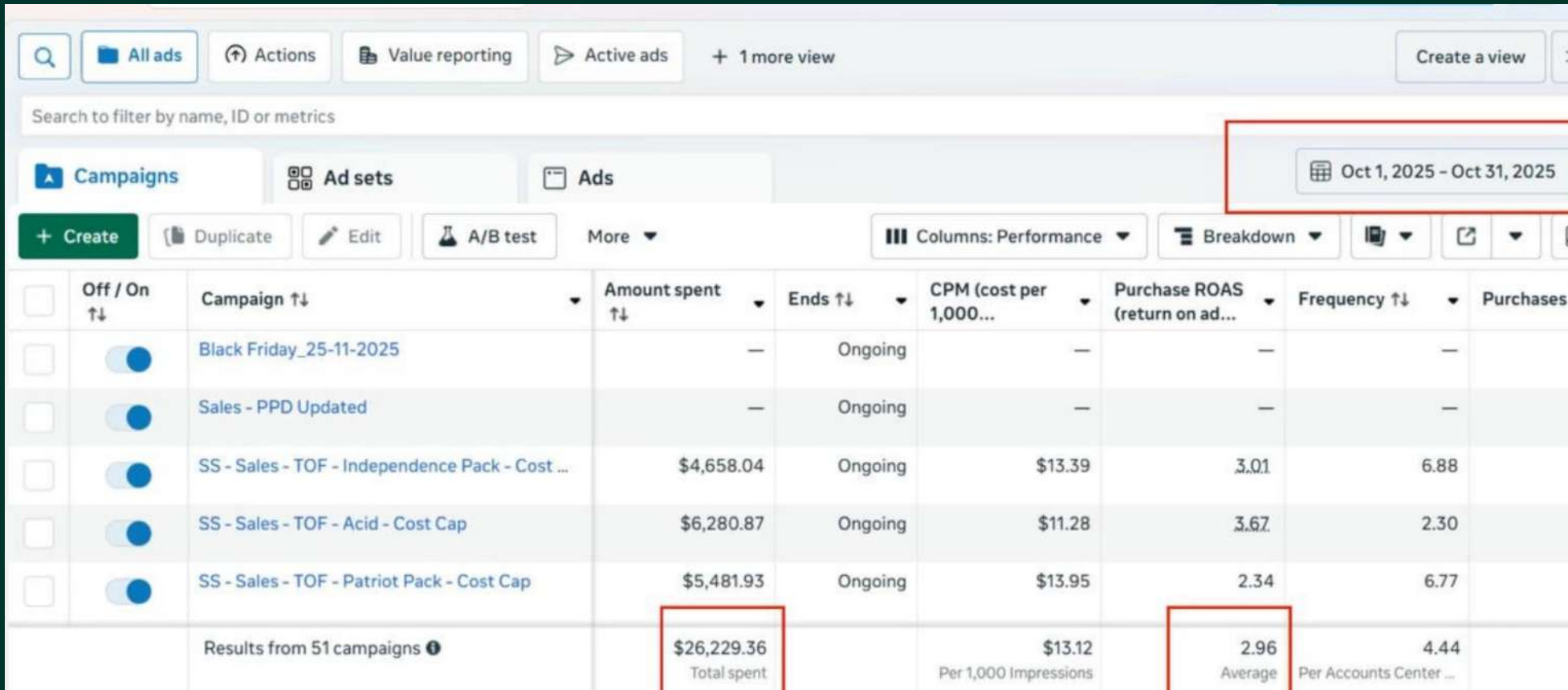
Indian Market (A FMCG Brand) - We scale e-commerce brands through performance-driven campaigns that turn clicks into customers and traffic into revenue.

PERFORMANCE MARKETING



Indian Market (A Bengali OTT App) - We create high-converting ad campaigns across Google & Meta.

PERFORMANCE MARKETING



US Market (A Jewelry Brand & A Supplies Brand) - We create targeted, conversion-focused ad campaigns across Google & Meta to achieve Maximus ROAS

PERFORMANCE MARKETING

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Off	Power cleaning boost 23rd April	1,571	51,352	87,215	\$0.20	\$314.91	Ongoing

51.352

Reach

1.7

Frequency

87,215

Impressions

\$314.45

Total Spend

\$0.2

Cost per Result

Off / On	Ad	Results	Reach	Impressions	Cost per result	Amount spent
On	Boost Indiana	1,249	45,188	55,425	\$0.21	\$260.34
On	Boost Michigan	1,240	43,547	54,457	\$0.21	\$266.34
On	Boost Ohio	1,262	35,830	43,836	\$0.21	\$260.00

45.188

Reach

2 weeks

Time Duration

1249

Post Engagement

2.76

Engagement Rate

\$0.21

Cost per Result

\$260.3

Total Spend

For an Indian Perfume Brand

1967 units

Sales Generate

7,86,800

Total sales

3.84x

ROAS

2,04,568

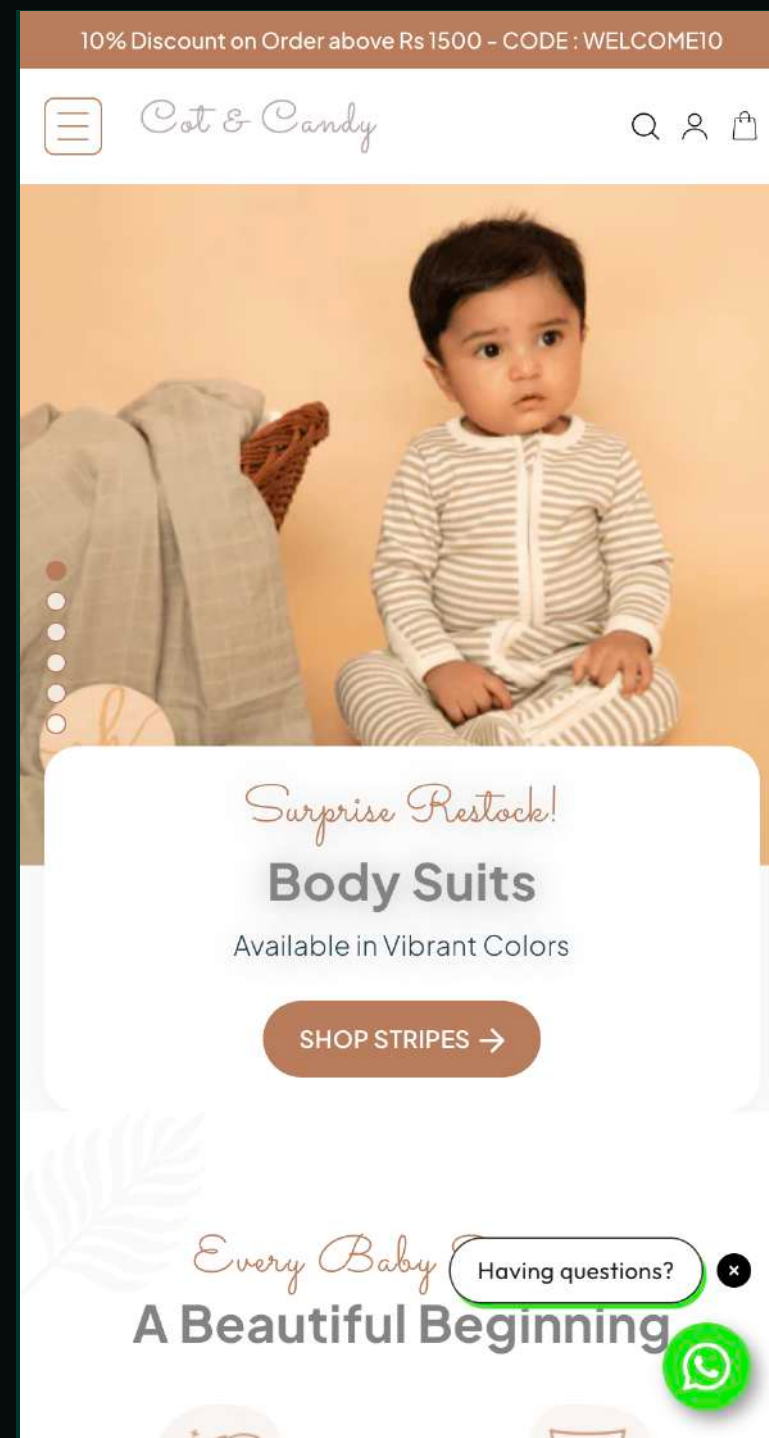
Total Cost

2 months

Time Duration

We deliver performance-driven ad campaigns through smart targeting, strong storytelling, and measurable conversions. Our custom Google, Meta, LinkedIn, and e-commerce ads are built to drive leads, boost sales, and grow brand visibility.

SEARCH ENGINE OPTIMIZATION



3.03K
Total Clicks

237K
Total Impressions

1.3%
AVG CTR

10x
Growth In Traffic



2.24K
Total Clicks

45.5K
Total Impressions

4.9%
AVG CTR

5x
Growth In Traffic

We see SEO as a true growth strategy. Moving beyond traditional SEO, we focus on AEO, GEO, technical precision, smart content, and AI-powered tools to drive visibility and measurable results and CRO.

LINKEDIN MARKETING



1700+
Followers

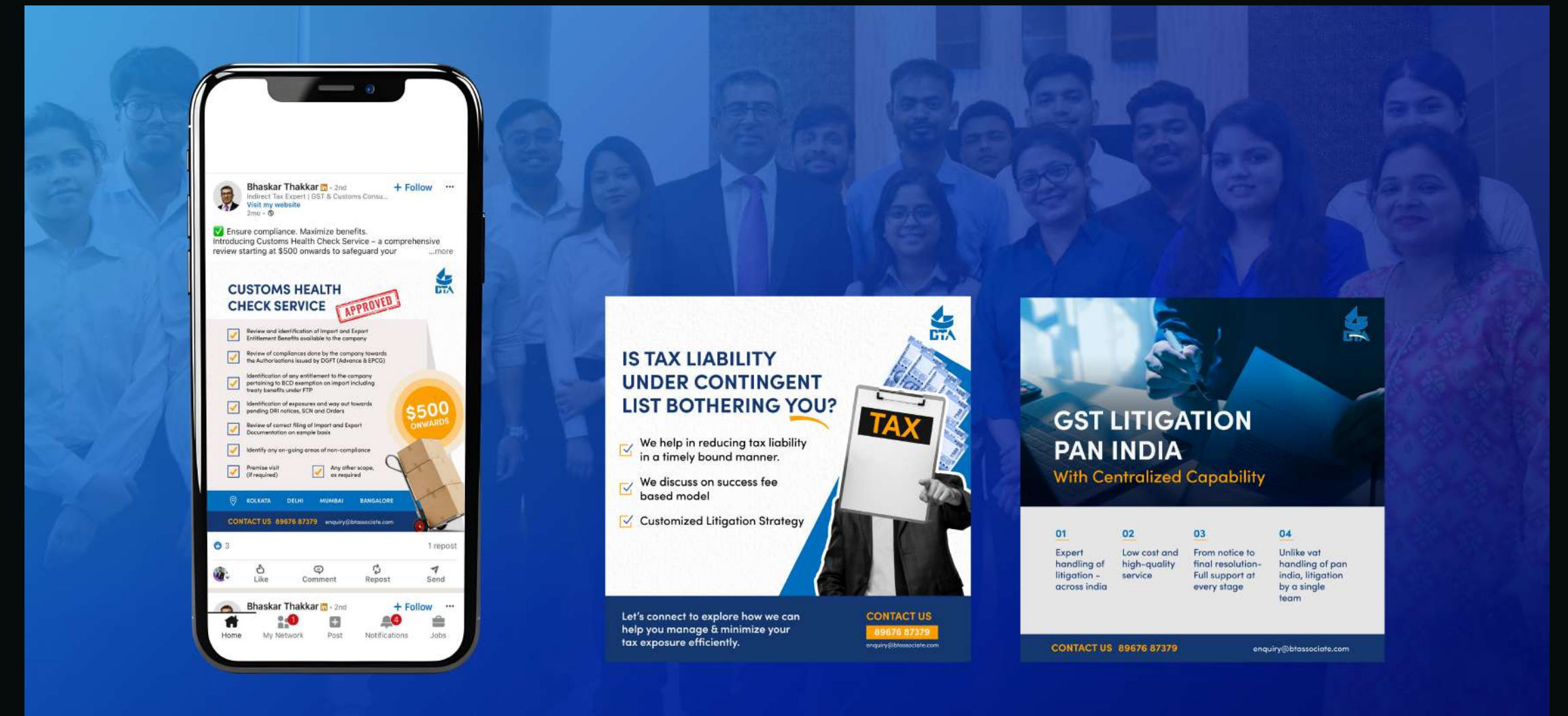
21K+
Impression

322
Engagement

16
Leads

Growth Duration
June- August (& still cont.)

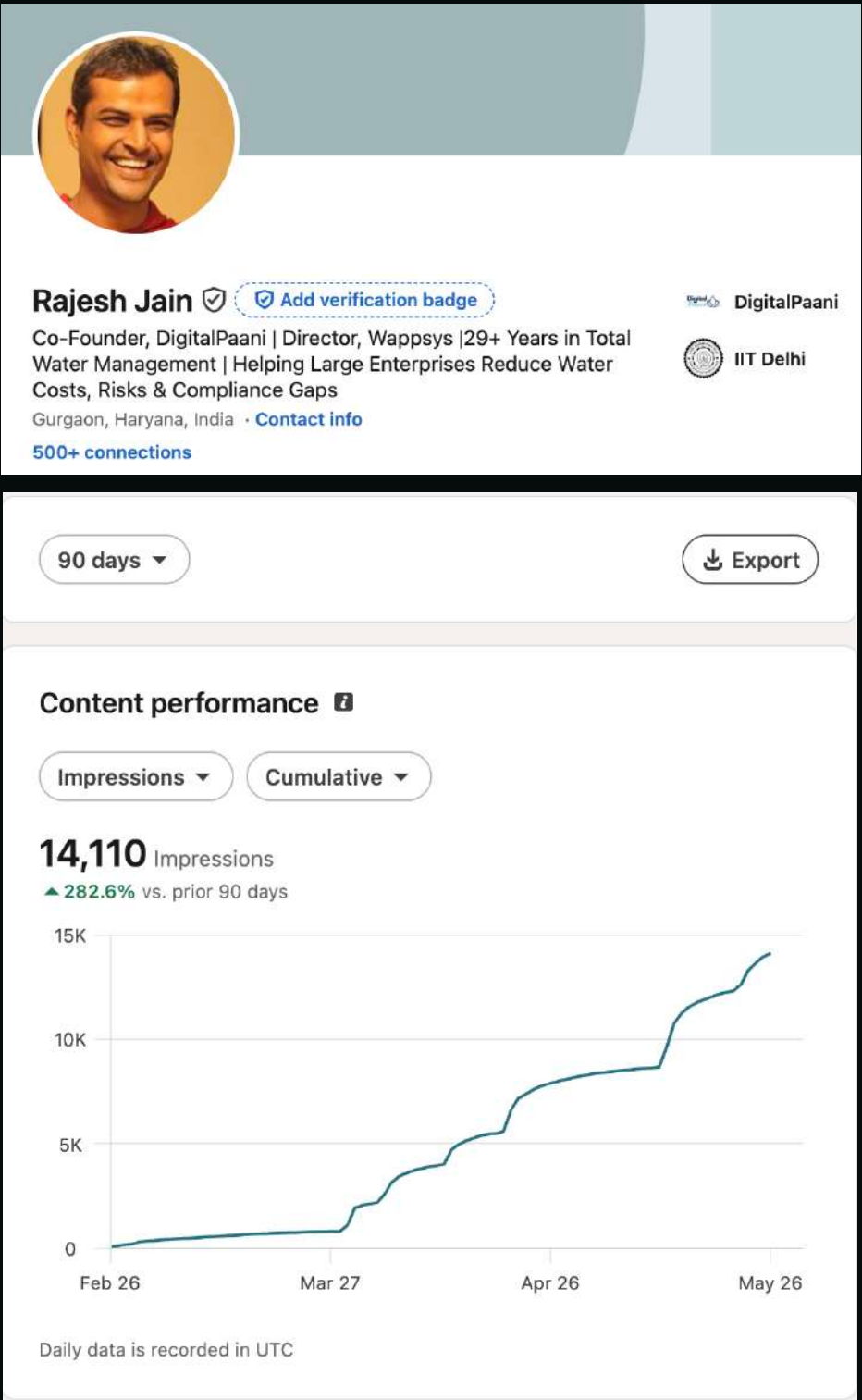
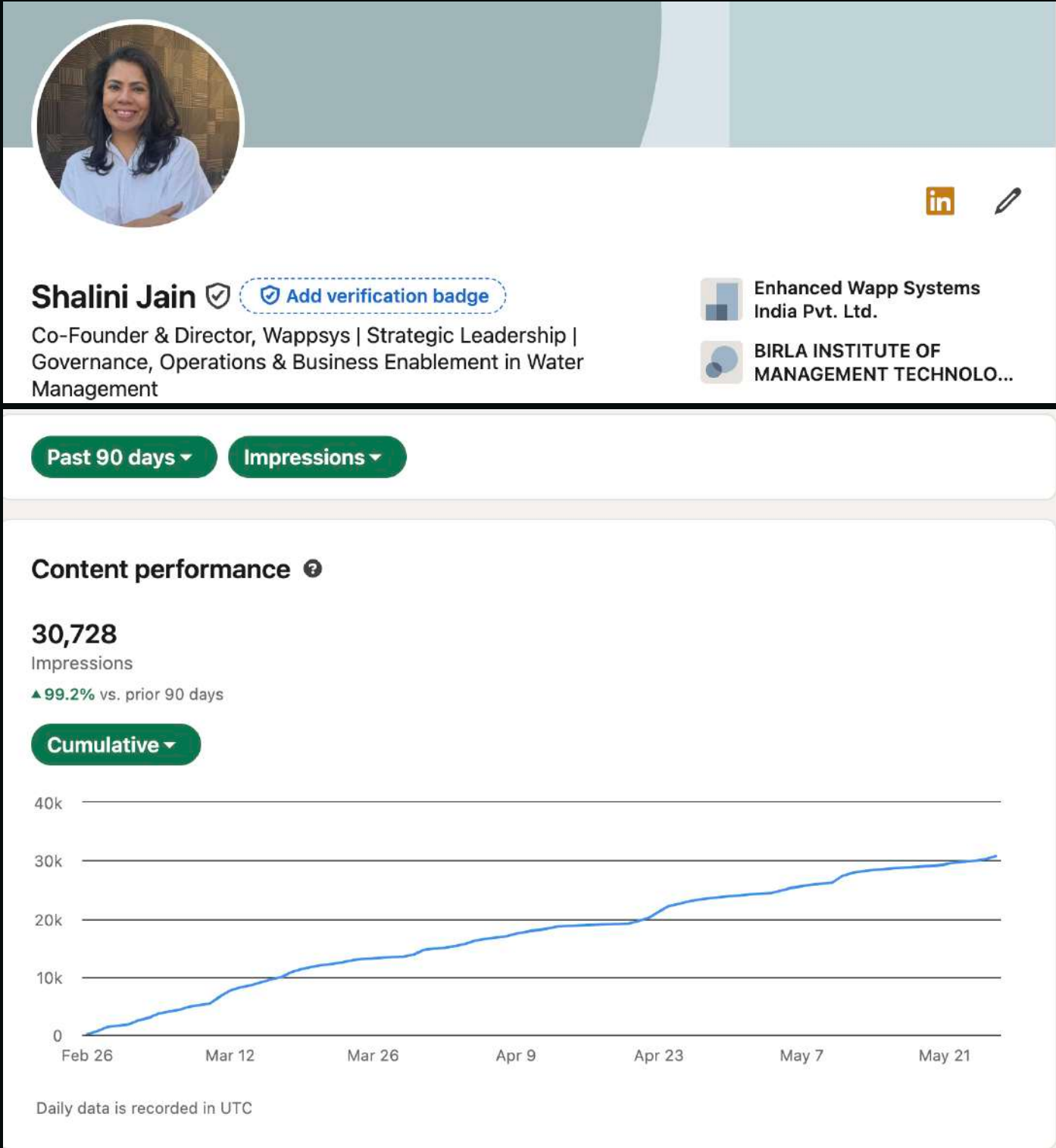
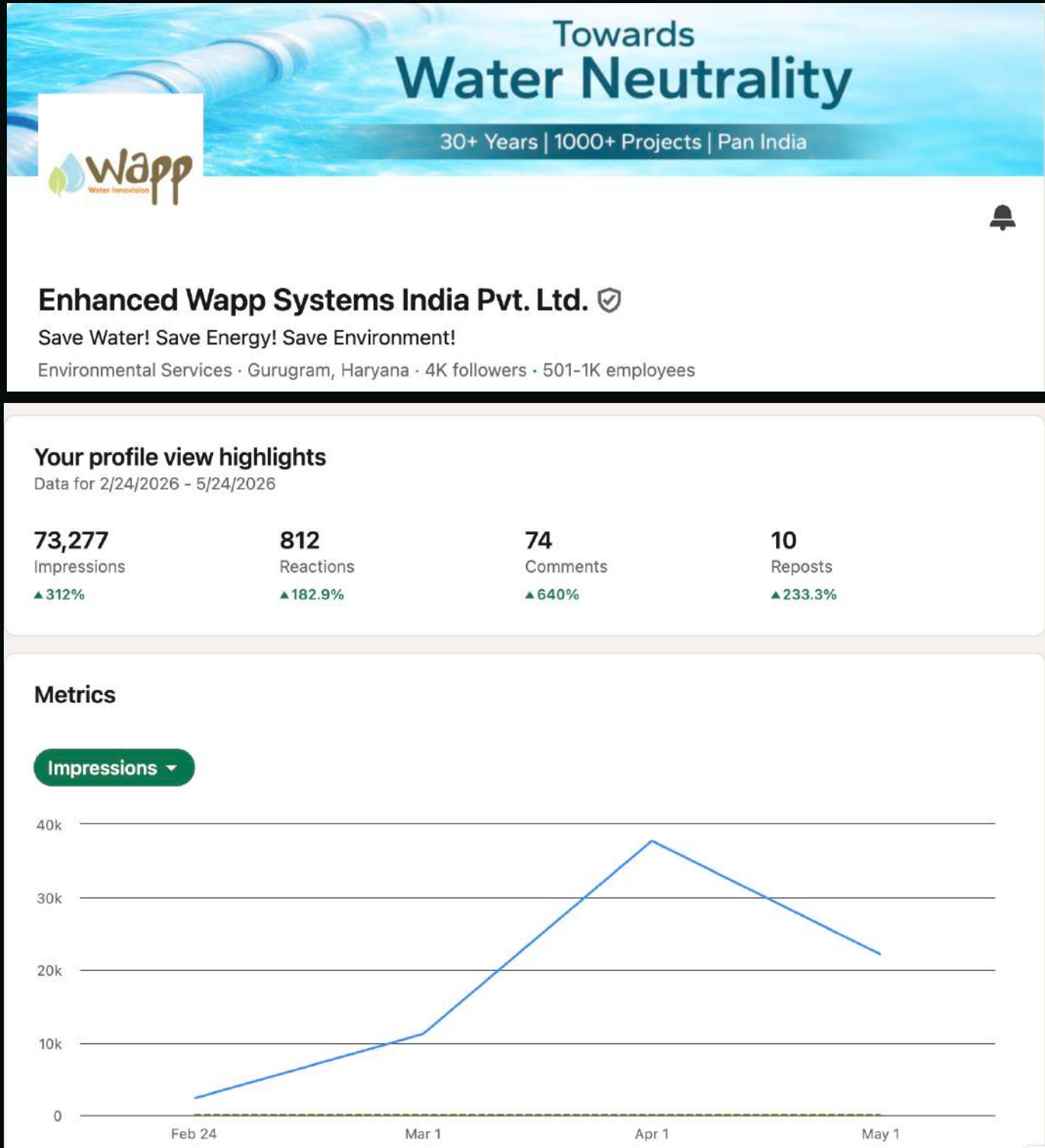
Know
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We help brands grow authority, boost visibility, and generate quality leads through strategic, data-driven LinkedIn marketing.

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LINKEDIN MARKETING



We use strategic, data-driven LinkedIn marketing to help brands build credibility, increase visibility, and attract high-quality leads.

LOGO & MOODBOARD



Logo design and Moodboard that shape a strong, recognizable, and visually consistent brand identity.

LOGO & MOODBOARD



Color Palette

Primary Cobalt Hex #1E3A8A R: 30, G: 58, B: 138	Primary Light Navy Hex #194D88 R: 25, G: 77, B: 136		
Secondary Warm Blue Hex #4F46E5 R: 79, G: 70, B: 229	Secondary Mirage Hex #0F172A R: 15, G: 23, B: 42	Secondary White Hex #FFFFFF R: 255, G: 255, B: 255	Secondary Black Hex #000000 R: 0, G: 0, B: 0

Typography

Primary Typeface – Manrope
Kiruloka uses Manrope as its official brand typeface. Manrope is a modern geometric sans-serif font designed for clarity, balance, and digital performance. Its clean structure and smooth curves reflect the brand's innovative, community-driven, and technology-focused identity.

Manrope ExtraBold Hero headlines / key emphasis	Manrope Bold Strong headings	Manrope SemiBold Subheadings	Manrope Medium Hero headlines / key emphasis	Manrope Regular Body text / paragraphs	Manrope Light Supporting text / captions	Manrope ExtraLight Large elegant headings / minimal layouts
Aa	Aa	Aa	Aa	Aa	Aa	Aa

Typography

Secondary Typeface – Serif
Playfair Display
Playfair Display introduces elegance and sophistication to the Kiruloka brand. Its refined serif structure contrasts beautifully with the modern geometry of Manrope.
Usage Rule: Use sparingly for emphasis. Do not use for body text or UI components.

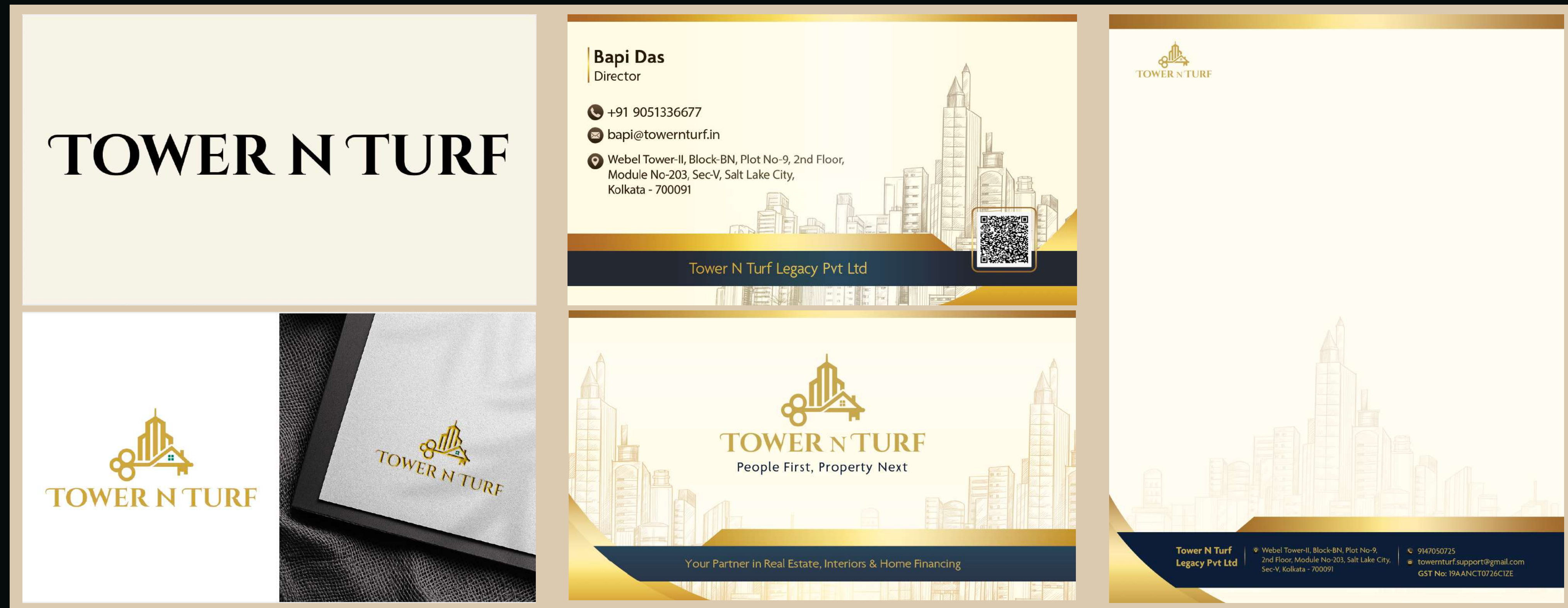
Alternative Serif Option
DM Serif Display
A cleaner, more contemporary serif option suitable for modern layouts while maintaining a premium tone.

Secondary Typeface – Script
Allura
Allura adds a human, expressive touch to the brand. It reflects community warmth and emotional storytelling.
Usage Rule: Use sparingly for emphasis. Do not use for body text or UI components.

Alternative Serif Option
Satisfy
A more casual handwritten style. Ideal for community-driven visuals and engagement campaigns.

We craft memorable logos and strategic moodboards that give brands a distinct visual identity and personality.

LOGO & BRAND COLLATERALS



We design impactful logos and brand collaterals that bring consistency, recognition, and personality to your brand.

BRANDING

 **Sunnyvale Homeopathy**



Ranjini Venkatanathan
Classical Homeopath
BHMS & DPPHC(India),
CCH(USA), IACH(Greece)

OUR SERVICES

- Personalized care with safe and natural remedies, No side effects
- Consultations in English, Hindi, Tamil and Kannada
- Help with Asthma, Allergies, Anxiety, Depression, Skin conditions, Sinusitis, Gastritis, Colitis, Migraines, Menstrual issues, Rheumatic problems, Pediatric issues & many more
- Online consultations all over US & Canada

 408-728-4446  [www.drranjini.com
info@onepwr.org](mailto:info@onepwr.org)  830, Stewart Dr, Suite 280,
Sunnyvale, CA - 94085



How do you solve a complex puzzle?
Get Clarity!
To get the best out of life the wise seek clarity that comes not from gathering more information but from doing, experimenting and engaging!

**Knowing is not doing,
Doing is doing.** — Aporesh Acharya

To engage and keep your growth journey alive,

- Membership
- Curated Courses
- Exclusive Learning System
- The MILT WAY Special Events

Become a MILT Way member
▶ www.themiltway.com

Aporesh Acharya Foundation Founded in 2025
Director: Jagir Singh Jabbal Director: C. Grahadurai Director: Kaiser Masood



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- Expert AMC services & forklift rentals – ensuring efficiency, uptime, and productivity

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- ☒ Genuine spare parts
- ☒ Flexible rental plans
- ☒ Well-maintained machines



CONTACT US
Mr. Manpreet Nagpal
Shop A/5, Konark pooram Kondhwa.
Pune 411048. India.
(+91- 98670 34499)

We create distinctive, memorable brand identities that cut through crowded markets. By blending strategy with creativity, we deliver future-ready branding and impactful social media identities.

Know
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BRANDING



**HR EQUITY
CONSULTANCY**
We value Human capital

Recruitment | Training
Investment | Consultant
Since 1988 | www.hrequality.in



Winner of HR Excellence Award 2023, from ISTD

— Associated With —









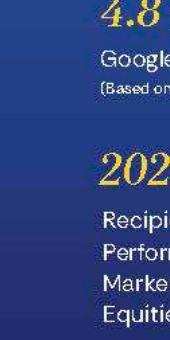



What We Do

For Employers & Corporates
HR Management, Consulting & Logo Design

For Career Seekers
Job Placement, Career Guidance & Counseling

For Investors
Stock Broking, Mutual Fund & Portfolio Management



Our Track Record

35+ Years

Experience in
Stock Market

500+

Trusted by leading
corporate clients

4.8 / 5

Google Rating
(Based on 390+ reviews)

6,200+

Successful
placements
over 27 years

20,000+

Empowering lives,
reaching new
heights in their
careers.

2024 & 2025

Recipient of Best
Performing AP in Stock
Market Skyes & Rays
Equities India Ltd.

For Employers & Corporates

- 
Comprehensive Recruitment Services
 Screening, shortlisting, fit for role, right candidate within budget.
- 
CXO & Senior-Level Hiring
 Specialized CXO search tailored to industry expertise and role requirements.
- 
Employee Assessment, Training & Upskilling
 Scientific evaluating tools for workforce assessment & tailored training to boost productivity.
- 
HR Policy Design & Strategic Advisory
 Build scalable, compliant HR frameworks aligned with your business goals.
- 
Scientific Corporate Logo Design
 Corporate logos igniting brand identity with creativity, colour and energy.

For Career Seekers

- 
Smart Job Matching
 Land roles that align with your skills, experience and career goals.
- 
Career Path & Skill Mapping
 Achieve clarity in your career path with tailored growth strategies.
- 
Executive & Leadership Placements
 Access exclusive opportunities for mid-to-senior-level roles across industries.
- 
Professional Resume & Profile Writing
 Stand out with impactful, tailored resumes and LinkedIn profiles.
- 
Career Coaching & Interview Preparation
 Gain confidence through expert guidance and proven interview techniques.


Candidate


Corporate

For Investors

FINANCIAL & INVESTMENT SERVICES (Backed by a team of experts)

Stock Broking (SEBI Registered Authorised Person)
Trade Execution, D-Mat, SLBS.

Mutual Funds, IPOs & Investment Advisor
Diversified Portfolio aligned with your goals and timeline.

Financial Planning & Money Management Tips
Personalized guidance for budgeting, saving and investing.

Retire Right
We help you Plan wisely & Invest smartly.

AUTHORIZED PERSON OF SYKES & RAY EQUITIES INDIA LTD.
REGISTRATION NO. NSE: AP0281006801 BSE: AP010189011433

Best Performing AP In Stock Market Sykes & Rays Equities India Ltd (2024 & 2025)

**YOUR JOURNEY
TO**

*Financial
Freedom*



B D Surana

FOUNDER & CHIEF CONSULTANT

 **RECOGNITIONS**
 Winner of HR Excellence Award 2023
 Best Performing AP (All India) SRE 2024 & 2025

About The Founder

- HR Strategist, Career Mentor & Financial Guide
- Certified Graphologist, Grapho-therapist & Counsellor
- Author of Self-Development Series
- Co-Author: Seven LEE of Life; & My Marriage – Bliss vs Curse
- Social Worker



Core Values

Social Leadership & Contributions

Active Office Bearer Roles JITO, JBN, ISTD, LIONS, RSFF, MASA, ACAE	International Awards Recipient Recognized by LIONS Club of Calcutta Tollygunge, District & International
Known for "Constant Giver" Mindset Deeply involved in social upliftment, mentoring & youth empowerment, Trustee of Dialysis Centre	Life Memberships JITO, ISTD, NIPM, NHRD, ACAE, RSFF, BBDPA, PHDCCl Chinmaya Mission, Numismatic Society, Marwari Federation

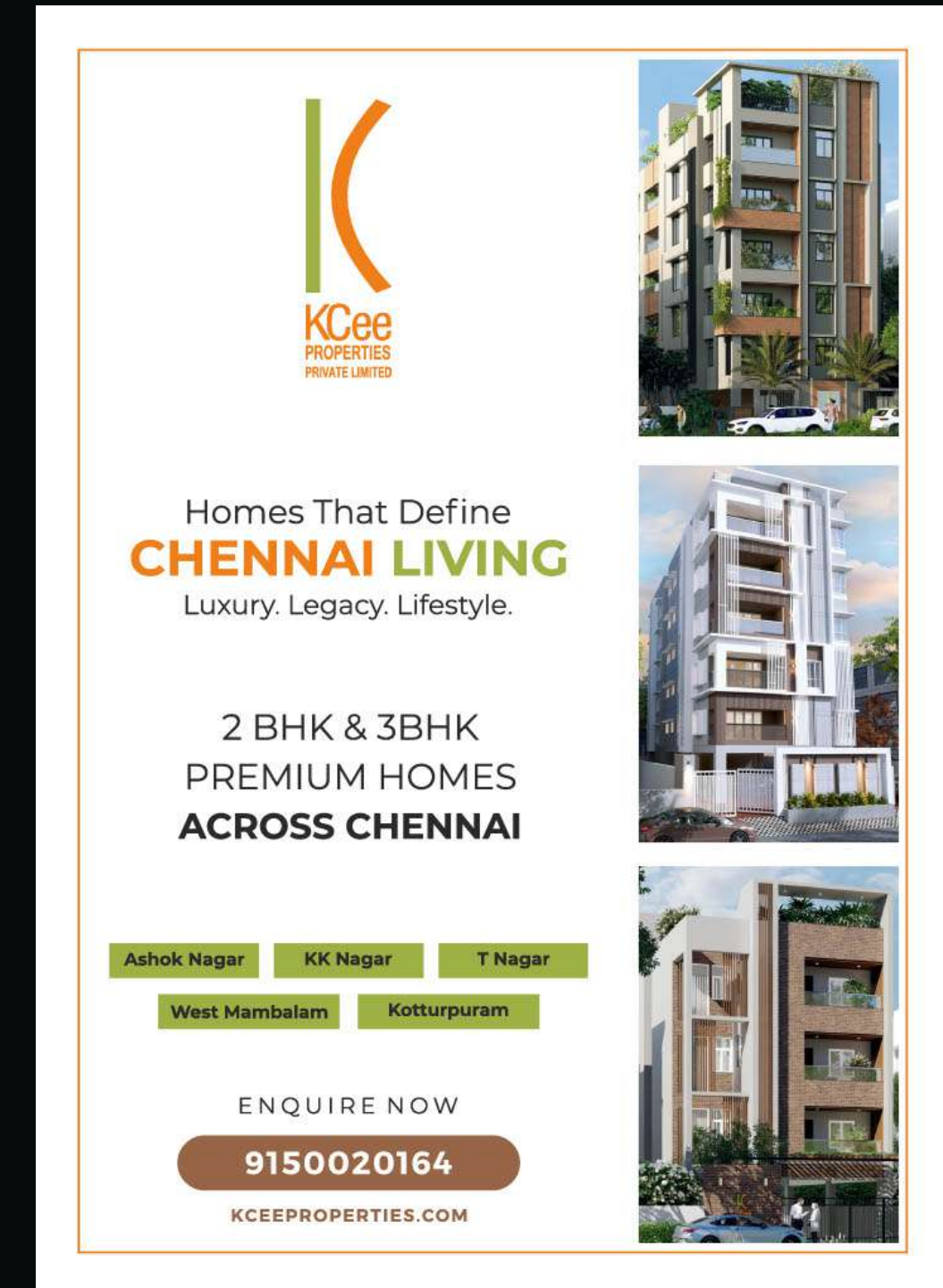
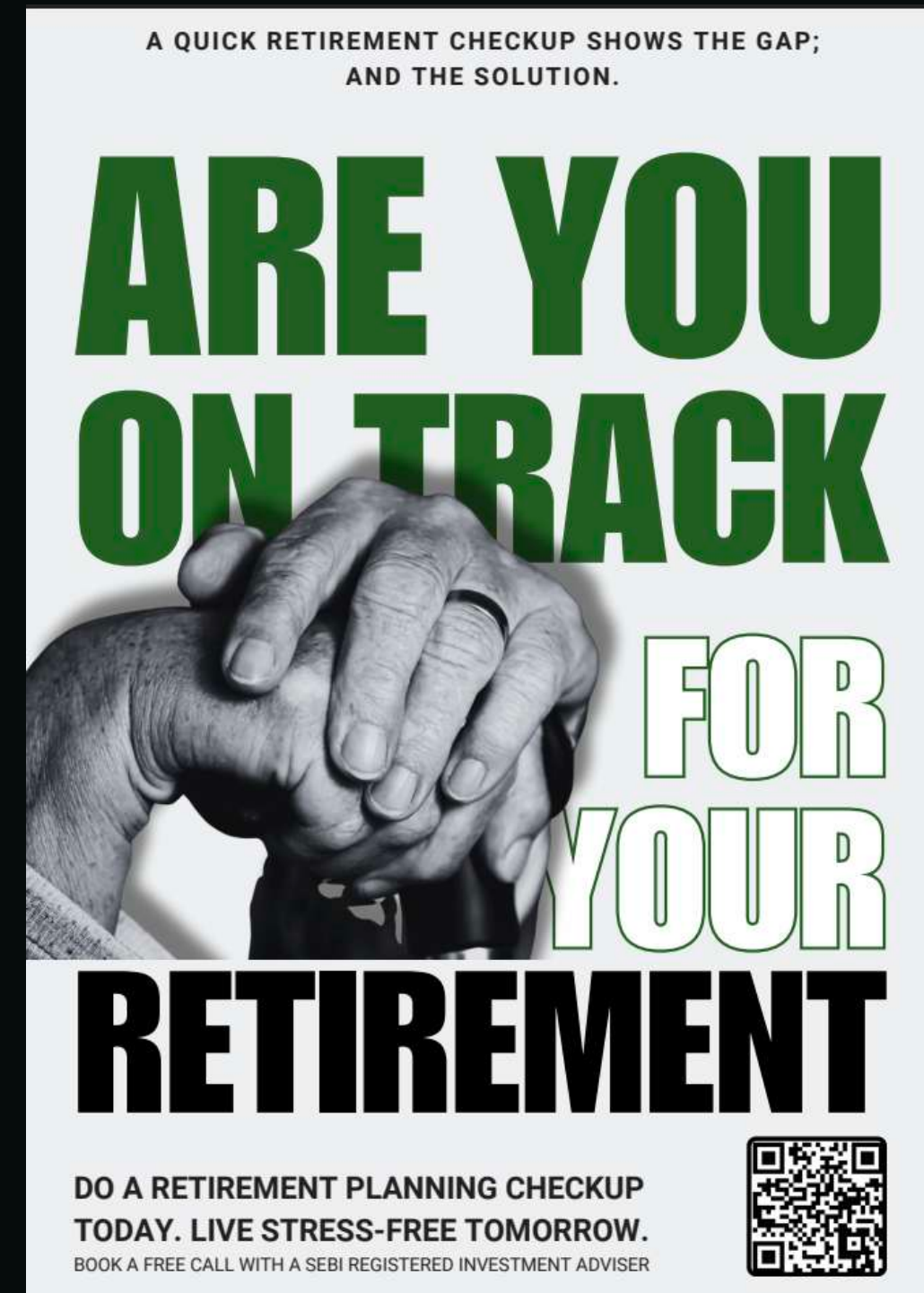


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 20J, Ballygunge Terrace, Ground Floor, Golpark, Kolkata 700029

We create bold, memorable brand identities that cut through competitive markets. By combining strategic thinking with creative execution, we deliver modern branding and social media identities built for long-term impact.

BRANDING



We craft sharp, unforgettable Brand identities that stand out in crowded markets. Our team blends creativity with strategy to deliver future-ready social media branding and identity design

SOCIAL MEDIA MANAGEMENT



IS TAX LIABILITY UNDER CONTINGENT LIST BOTHERING YOU?

- ✓ We help in reducing tax liability in a timely bound manner.
- ✓ We discuss on success fee based model
- ✓ Customized Litigation Strategy

Let's connect to explore how we can help you manage & minimize your tax exposure efficiently.

CONTACT US
89676 67379
enquiry@briassociate.com



Happy New Year

2026

Guided by the Sun

A year where purpose shines brighter than doubt

Sawaal/Aapke Jawaab Sitaron Ke



Good Bye

2025

Guided by Mars

A year of action, courage, and decisive movement

Sawaal/Aapke Jawaab Sitaron Ke



SIDDHA

This Durga Puja let's celebrate memories that last forever

We all have that one story that makes Puja unforgettable - the sound of the dhak, the fragrance of shuli, or the taste of bhog.

Share your favourite Durga Puja memory in the comments, & the most heartwarming story will win a special prize.

Comment your story below with
#SiddhaPujoMoments #MyFavouritePujoMoment



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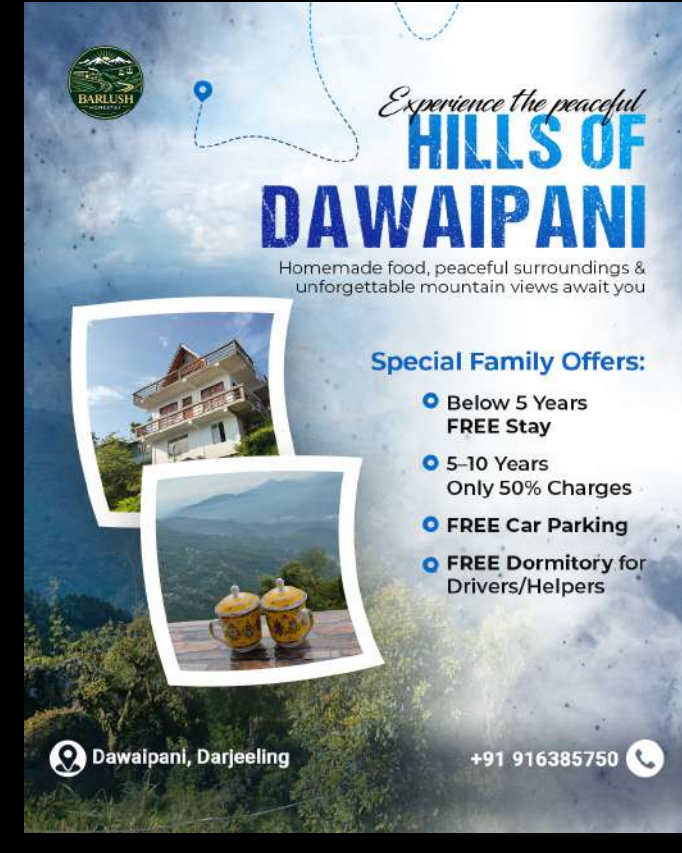


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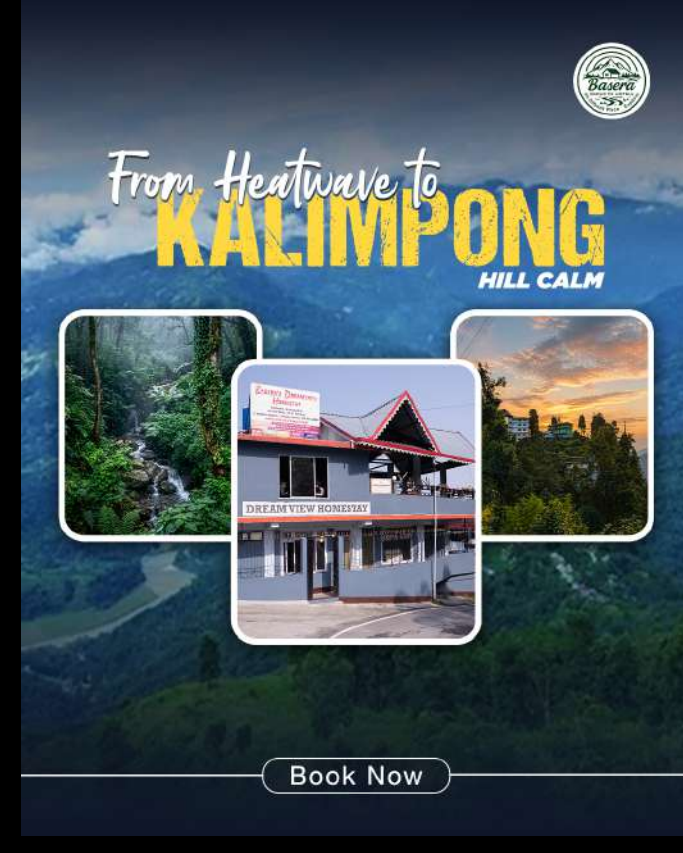
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Who choose **progress over comfort.**

wapp

We turn social media platforms like Meta, LinkedIn, Pinterest, and X into growth engines that build trust, drive engagement, and generate conversions.

Know Vesta

SOCIAL MEDIA MANAGEMENT



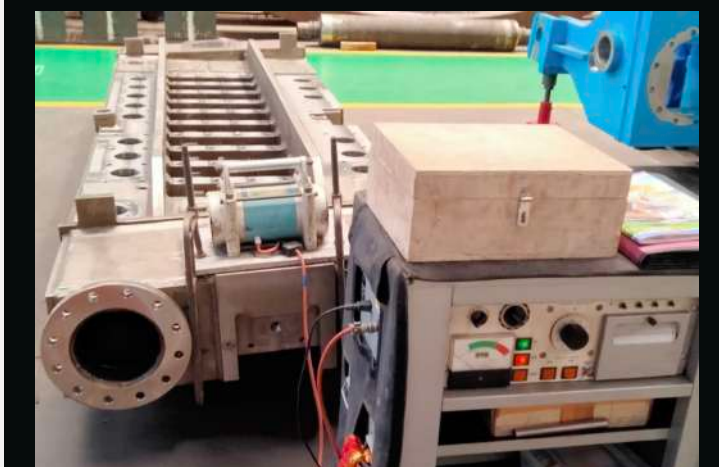
We turn social media into a growth playground where brands build trust, spark conversations, and convert attention into loyal customers.

VIDEO PRODUCTION



We bring ideas to life through powerful visuals. From ad campaigns to brand films and reels, our video production creates stories that captivate audiences and inspire engagement.

VIDEO PRODUCTION



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