



Date: 18 August 2009

Modern Shares And Stockbrokers Limited is a listed public limited company managed by a team of professionals led by Mr. Anil Manghnani & Mr. P. Neppolian. The company handles turnover of more than Rs.2000 crores and has managed portfolios of more than Rs.20 crores.

- The Company is a member of the National Stock Exchange of India Ltd and is also a SEBI registered Portfolio Manager.
- The team comprises of CA's, MBA's and Technical Analysts who have experience of over a decade in Broking, Investments, Research and Portfolio Management.
- The team's experience combined with our in-house research of companies, Technical Analysis on an on-line basis and our experience in dealing in equities and derivatives is what gives us the confidence to handle large portfolios.

The Company offers the following services:

- Retail Broking
- Portfolio Management Services
- Mutual Fund Distribution
- Equity Research

When we decided to begin an advisory service to address the retail segment it was to be a pure internet based business model. This meant a new website with no traffic to begin with namely (eqwise.in). We needed a company which could help us market our service online. On searching on Google we came across eBrandz. After speaking to them and meeting them we realized that we are dealing with a professional company who was seriously interested in delivering what it said it would deliver. Right from understanding our requirements to executing what we needed at different points in time the team at ebrandz was available and helpful.

We were assigned a project manager namely, who was our single point contact for any issues we have. This brought in accountability. We have tested out a pilot PPC campaign with them for 6 Months and are in the process of engaging them for SEO.

Objective for PPC was to increase traffic to our site and relevant conversions of the people visiting our site to subscribe to our service. eBrandz has managed to achieve our objective with an increase in traffic from 100 visits a month to more than 4000 visits per month on our website. They managed this with progressively reducing our cost per visit to our site on our pay per click campaign. The reporting was on schedule and their service prompt.

We have no hesitation in recommending eBrandz to anyone who would want to market their business on the internet using the expertise eBrandz possesses.

Mr. Anil Manghnani

Director  
Modern Shares and Stock Brokers Limited.

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