

# NovaVente <sup>TM</sup> Corporate Profile

The Sales School  
Sales-Mind AI  
Global Sales Enablement





A Global Sales Enablement company helping our clients Accelerate Revenue Generation using;

Technology, Research and a well Trained Sales Team armed with in-depth Sales Intelligence.

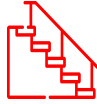
# About us

Established in 2016, we are a tech-enabled **“Global Sales Enablement Organization”**, specializing in providing Direct Sales, Training, SalesMinds AI Platform, Lead Generation & Customer Support Services for customers globally.

We are a 60+ member team, with our Management & Founders coming from global companies & are Engineers with MBA from IIM and UK.

In 2023, Samrat & Ronak (Founders) acquired significant stake (35%) in a Kochi based Gen-AI Software Development Company - **Thought Minds Pvt Ltd**. The company with over **30+ Gen-AI Experts** is on its way to hit **USD 1M ARR by Dec 2024**. All Founders & Investors are experienced Entrepreneurs with successful past (Multi-Million USD\$) exits & from IIT & IIM.

Our research backed Sales processes enable our clients to launch targeted & multi-channel campaigns designed and executed at scale. We've specialized sales development cycles planned to an outcome-based science i.e. geared towards adding to their funnel qualified prospects into their sales teams.



AI, Research and Human-Powered **Sales at Scale** helps us fulfill client needs. From years of experience providing best-in-class sales development services and using the top tools for sales enablement, we've learned a few lessons



**Revenue Growth..**  
**Field Sales..**  
**Demand Generation..**  
**Inside Sales..**  
**Custom Marketing..**  
**Training & Hiring..**

# ← Management & Board →

## Ronak Rajan



**MD**

18 years of Sales & P&L Leadership, across multiple regions

[www.linkedin.com/in/ronakrajan/](http://www.linkedin.com/in/ronakrajan/)

## Samrat Parasnis



**Whole Time Director**

20+ years of International Sales Leadership for Large and Mid-size companies.

[www.linkedin.com/in/samratparasnis/](http://www.linkedin.com/in/samratparasnis/)

## Jagruti Sahu



**CFO**

20+ years of Finance, Accounting working at all Big 4 Accounting Firms.

[www.linkedin.com/in/ca-jagruti-sahu-523a948/](http://www.linkedin.com/in/ca-jagruti-sahu-523a948/)

# History

**Nov 2015**

## IDEA

The plan to build NovaVente was born on the banks of River Rhine in Dusseldorf, Germany

**Jan 2016**

## 1<sup>st</sup> CLIENT

RapidValue became our first paid client: End-to-End Sales in Europe. Team: 05

**Feb 2020**

## 1<sup>st</sup> Global IT Giant

Signed Hexaware as our 1<sup>st</sup> Global ITES client for NovaVente: Team: 25

**May 2023**

## 1<sup>st</sup> Fortune 500 Oil & Gas Client

Signed ONGC for USD 650K Services Contract. Team 50

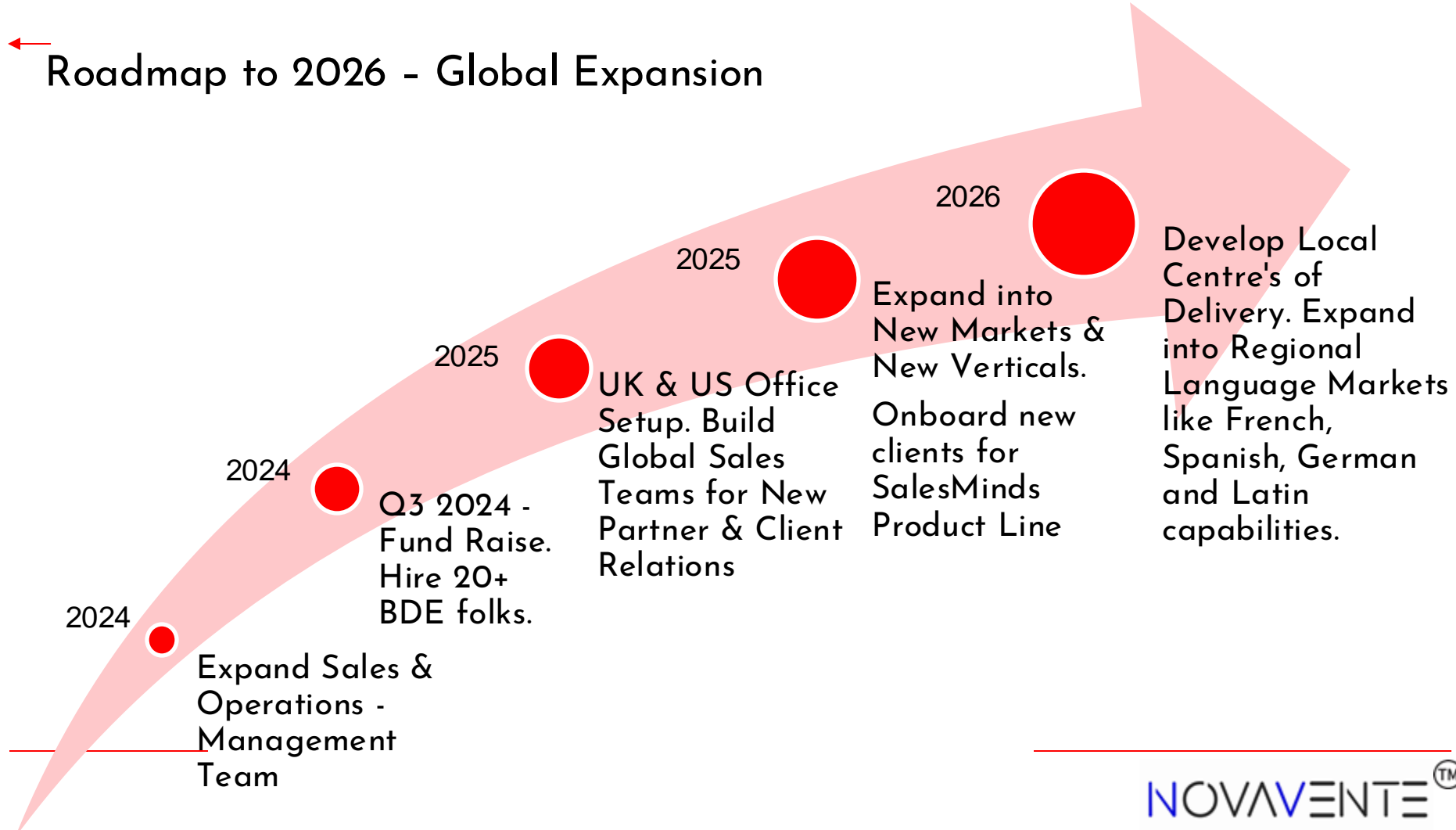
**Sept 2023**

## SalesMinds

GenAI Cloud Platform for your Enterprise. An AI Powered Knowledge Guide for Superior Sales & Pre-Sales Mgmt.

And still going strong.  
**Team: 80+**

# Roadmap to 2026 - Global Expansion



# Our strengths



## End-to-End Sales

Deliver numbers, leads and sales in both Enterprise and Mass market Campaigns.



## Field Sales

ROI focused field sales services for building a strong Retail & Distribution channel sales force



## Inside Sales & Demand Generation

Accelerate your Funnel & Sales Pipeline faster using our Research Backed Lead Generation Campaigns.



## SalesMinds<sup>TM</sup>

Gen-AI Cloud Platform for your Enterprise. An AI Powered Knowledge guide for Superior Sales & Pre-Sales Mgmt.



## The Sales School

First of its kind - end-to-end Sales School for the Indian Market and clients.



# BUSINESS FLOW



← NovaVente in numbers →

**50+** years

Management  
Experience

**9** years

NovaVente Experience

**5**

Geographic Experience –  
US, Europe, ME, Asia  
Pacific, Africa

**500+**

Qualified Leads  
Delivered

**70+**

Team Size

**4**

Offices: Mumbai | UK |  
US | Kochi

# Market Opportunity - New Verticals



## IT, S/W & Services

Tremendous growth in India and Global  
SMB Demand for Technology & IT Services

Market Growth is 15% y-o-y



## Oil & Gas/Energy

Expanding current services revenue to USD 1.5-2M by FY 2025.  
Exploring new clients like Oil India, Cairn, Shell, BP & RIL.

New players like Shell, BP and Chevron have entered India in 2024.



## Manufacturing

SMB demand for IP driven technology and direct sales within local and global markets.

IP Protected areas like Precision Equipment, Drones, Chips, EV



## Media

Adding new accounts like Viacom18, JioCinema and Alibaba for both domestic and international SMB & Enterprise Sales.

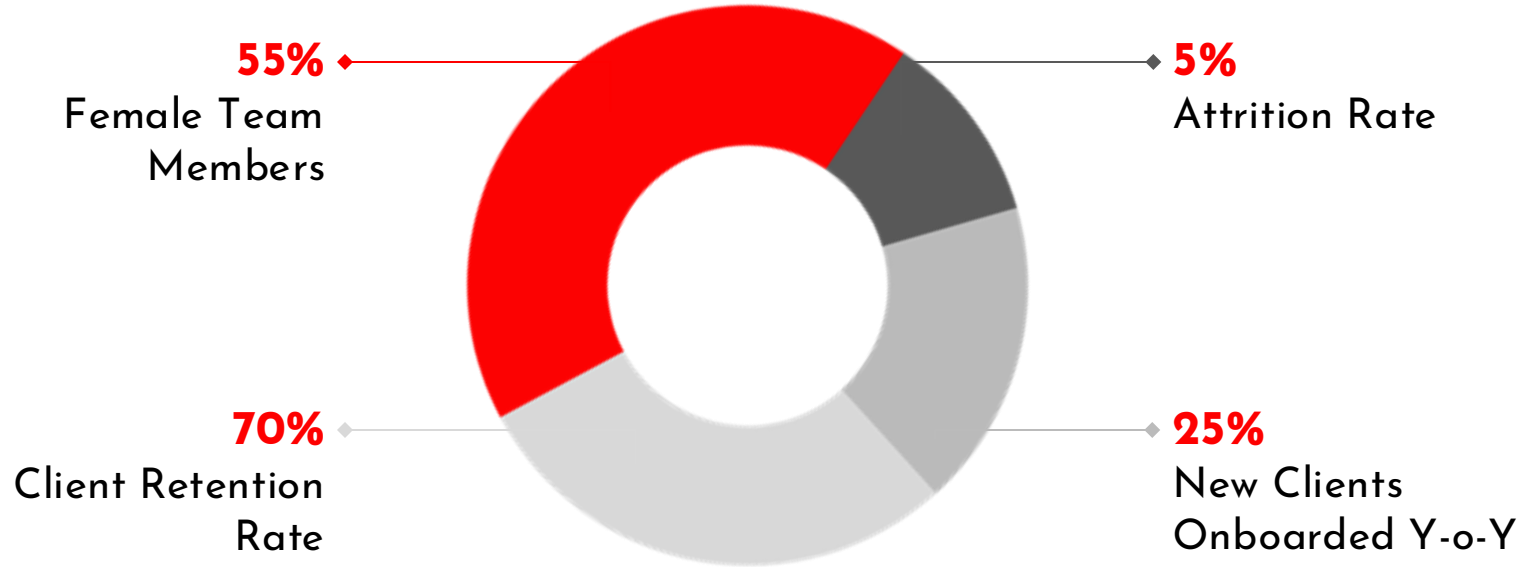
700,000+ SMB buyers identified in India

B2B Sales & Demand Generation Market size:

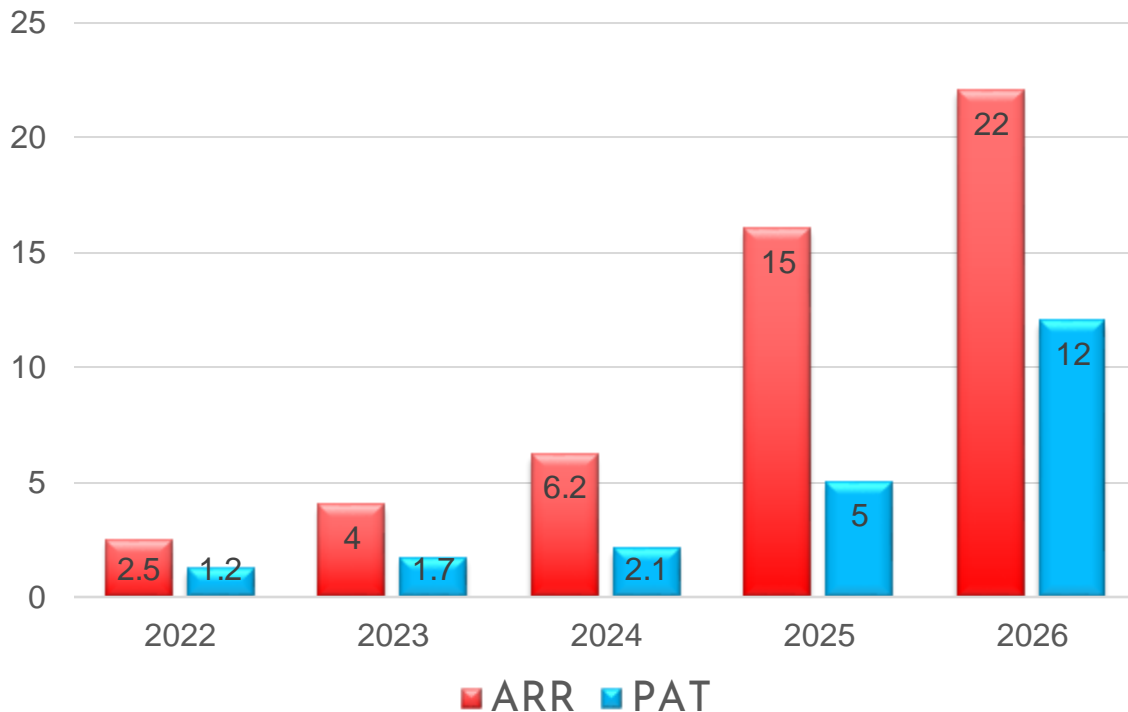
**Current USD 27B**

**2027/28: USD 49.2B (forecasted)**

# Our greatest strengths - *Our Team*



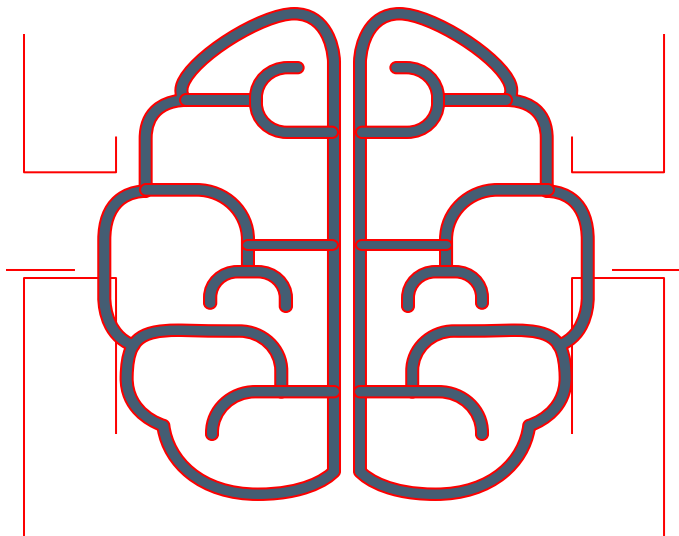
# Financials & Projections



■ ARR ■ PAT

| \$12-15Cr. | \$4-5Cr.  
2025 2025

| \$22Cr. | \$7-9Cr.  
2026 2026



**02**

**Gen-AI Platform**

**SalesMinds<sup>TM</sup>**

# SalesMinds™: Leading generative AI application development company



End to end expertise in generative AI, from strategy to production



100+ generative AI trained consultants



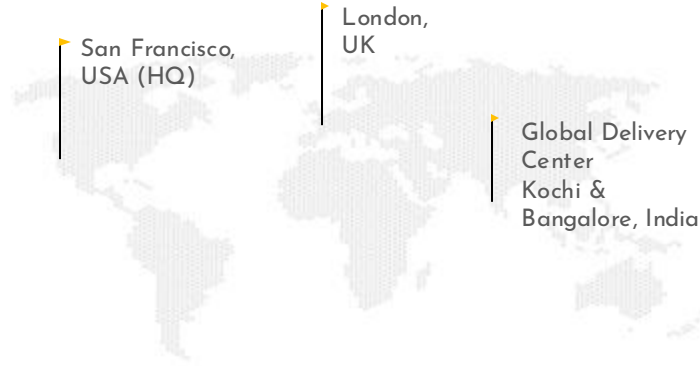
Partnership with Leading Industry Players



Agile and DevOps Driven Software Delivery Processes



Proven Leaders in Digital Transformation and cloud



Global presence



Working with **Fortune 500** Companies



**Sales Minds & Xccelerate** solutions



Process driven **agile development** process



Proven **training process** for the employees



Dedicated **GenAI R&D** team

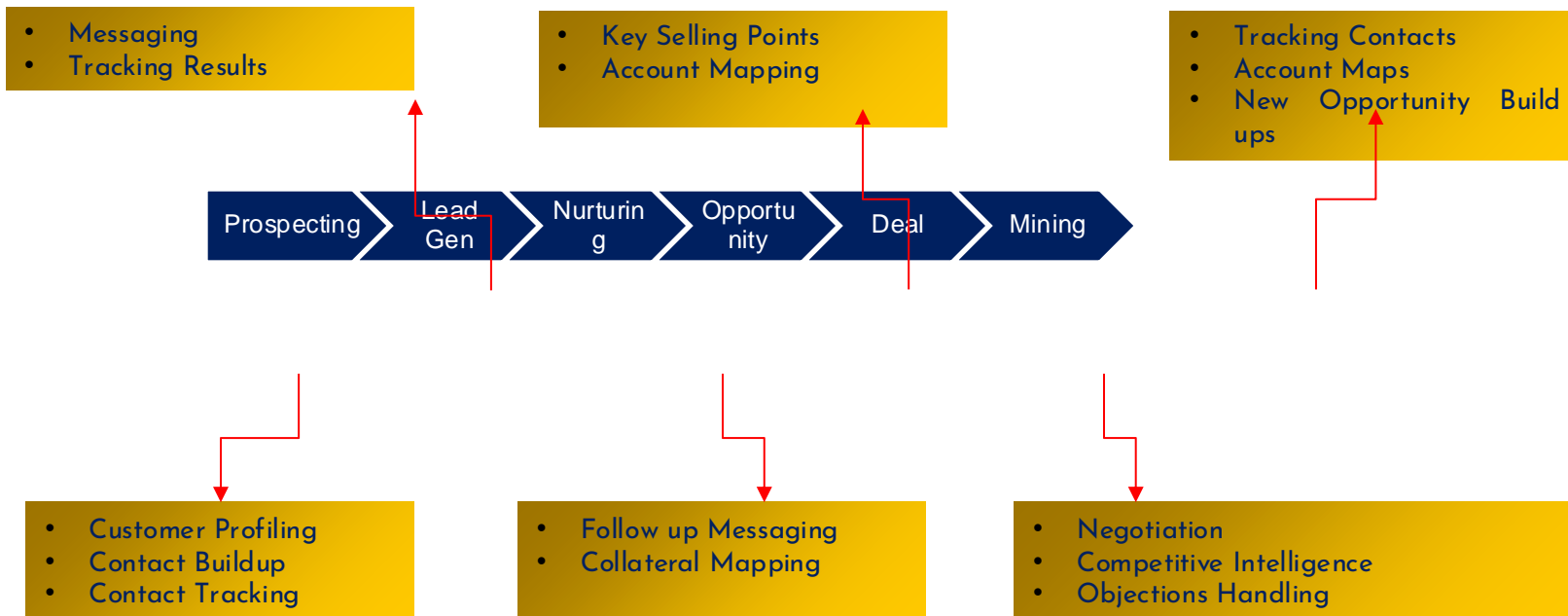


**Round the clock** availability

## Select Enterprise & ISV Clients



# ← Applying AI across the sales cycle







# Improving Lead Conversion using GenAI

Improving the lead conversion rate for car company and its dealers by automated lead nurturing.

## Solution Highlights

- The client experienced high lead drop rates due to inefficient follow ups.
- Conversation BOT to have better interactions
- GenAI driven lead scoring and nurturing using Next Best Action (NBA) techniques
- Data Analytics to get to purchasing propensity

## Key Benefits

- AI driven Lead Scoring meant effort could be focused on high value leads.
- Estimating the purchasing propensity enabled the agents to classify customers with strong analytics and historic data
- NBA techniques enabled better conversion of leads.

# Enhancing lead conversion for a large insurer

A leading insurer with 100,000 cr AUM, faced high fall-out rates with potential customers abandoning their website without progressing further. They partnered with ThoughtMinds to leverage GenAI for reducing fall-out rates and improving conversions.

## Problem

- The client experienced up to 90% of potential customers leaving their website without advancing discussions. Key issues included:
  - The existing website used a basic Q&A BOT for phone/email verification.
  - Manual "hard selling" by the telesales team followed verification.
  - High drop rates at advanced stages.
  - No lead scoring or qualification before sales team involvement.

## Solution Highlights

- GenAI Studio was chosen to revamp the client's lead collection, nurturing, and conversion process using GenAI and intelligent marketing automation.
  - **Lead Qualification and Scoring:** Implemented GenAI to qualify, score, and nurture leads, focusing sales efforts on qualified leads.
  - **Intelligent Engagement:** Enhanced digital channels to engage prospects intelligently, reducing agent effort by 37%.

- **Automated Education:** The platform educated customers on products before connecting with sales reps, increasing customer knowledge and reducing manual explanations.
- **Optimized Sales Process:** Improved lead management efficiency and effectiveness, transforming the entire approach for long-term benefits.

## Key Benefits

- **Reduced Agent Effort by 37%:** Intelligent engagement held prospects' interest, lessening agent workload.
- **Educated Customers:** Customers were well-informed about products ahead of sales discussions.
- **Efficient Lead Qualification and Scoring:** Streamlined and effective process.
- **Increased Sales Efficiency by Over 26%:** Optimized sales team performance, significantly boosting overall sales efficiency.



# 03

## Our clients

Global & Local Expertise

Enterprise | SMB | B2B | B2C

Fortune 500 & Global Clients

Infosys

ओएनजीसी  
ONGC

sodexo

Carrier

Hexaware

Alibaba

VIACOM 18 IPL

REALDOLMEN  
a Gh Group company

aspire SYSTEMS

LTIMindtree

ORACLE

HOERBIGER

NOVAVENTE

# Customer Testimonials

"We have a well-established offering in a couple of markets but we had no presence in the European & APAC regions. We partnered with NovaVente for their End-to-End Sales-as-a-Managed Service offering.

They have helped us break into new countries over the last 3 years with long term annuity revenues, including a large 750K USD project in India with a Fortune 500 - National Oil Co.

CEO - Cloud S/W Energy

"As the Sales Leader for a well-established IT Services firm in Europe I like to keep my Sales Pipeline ticking in the right direction. NovaVente team has been working with our UK & central Europe / Nordic Sales Teams for over 3 years now.

They have ensured that we keep adding new opportunities in the Right Companies with the Right audience."

EVP - Global IT Giant

"When we decided to enter the US Market we had no experience. We started working with NovaVente from Day 1 by engaging them for their sales offering. They roll up their sleeves and sell. They are not about fancy advisory but played a key role in building our US Sales & Demand-Gen Strategy. We have now expanded our engagement to Europe region."

CEO - Cloud & Digital Services

# Global Offices

**| 2016 UK** ←  
Europe Sales Office

**| 2016 Mumbai** ←  
Global Head Office

**| 2023 Kochi** ←  
GenAI Development  
Center & Sales Office



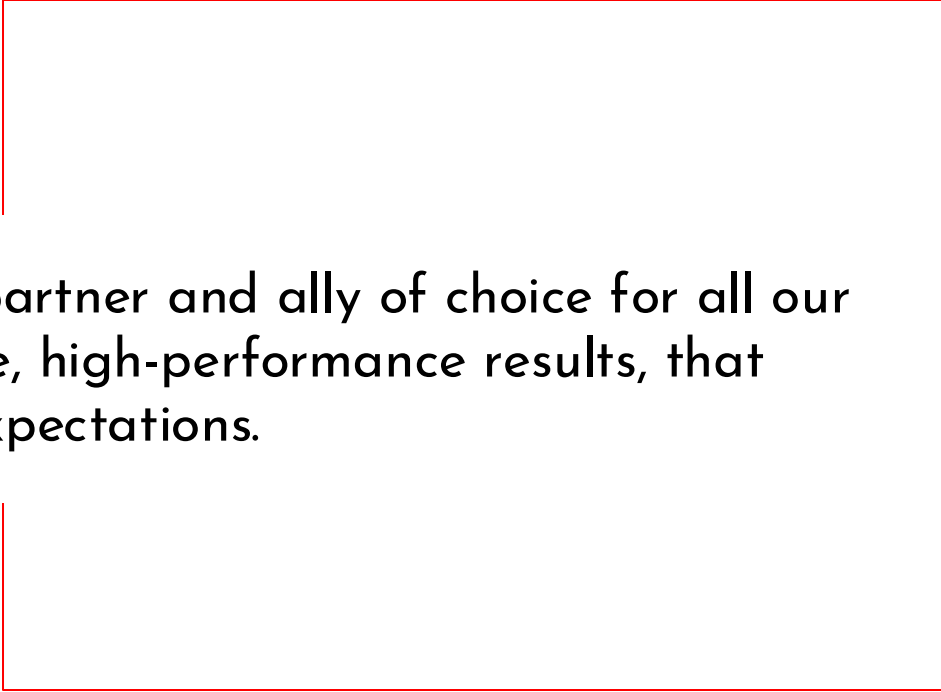
# Corporate Vision

To create a Global Organization - where our sales teams are seamlessly integrated, leveraging cutting-edge technology, research and human expertise to drive unparalleled Revenue & Sales Growth for all our clients, across all verticals.

We will strive to augment Human Intelligence with the power of Generative - AI & NOT aim to replace it, because we believe sales is an art, but it's also a science.



# Long Term Vision



We aim to be the trusted partner and ally of choice for all our clients by providing reliable, high-performance results, that exceeds all of our clients expectations.



For more details?

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