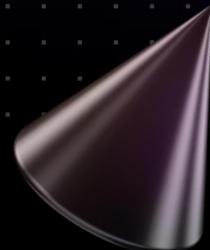




Clear Finance Cloud



Stuck in a Loop of Inefficient Finance Processes?

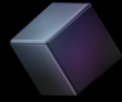


We met multiple finance teams
We heard them
We wanted to help them!

They were acing their jobs despite multiple bottlenecks like missed deadlines, GST notices, payments to defaulting vendors, and so much more!
What transpired, was the need for a solution that ensured the enterprises were not at a risk of -


🚫 Non-compliance 🚫 Inefficient supply chain 🚫 Unoptimised cash flows





Need of the hour - “ A Connected Finance Ecosystem”

The imperative for finance transformation in businesses has never been more critical. As markets evolve and customer expectations rise, companies must adapt to stay competitive. This transformation is vital for optimising operations, streamlining processes, and ensuring financial agility. The emergence of a connected finance ecosystem offers a holistic solution.



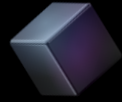
**Break the data
and process
silos**

**Get rid of
manual
handovers and
exchange of info**

**Establish a
digitally
transformed
cross functional
operating model**



clear



Enjoy Peace of Mind

Clear Finance Cloud enables a connected finance ecosystem and puts all your critical processes on auto-pilot, giving you greater control, perfect outcomes, higher productivity, and huge savings.

💡 **synchronise smart processes -**

Continuum of interconnected processes to manage sales and purchase invoice lifecycles

🚧 **De-risk non-compliance -**

Auto-manage direct/ indirect taxes eliminating risk due to convergence of tax & supply chain

✅ **Improve finance value -**

Maximise savings on taxes and ITC claims. Adopt new practices to improve EBIT



Brand Campaign

What did we do?

A finance blockbuster video introducing Clear Finance Cloud. (1 Master film + 3 down edits on GST + TDS + MaxITC)

Campaign went live through all touchpoints

- Email campaigns to NAL
- SDR & Sales teams 1:1
- LinkedIn + YouTube
- Social Media
- Beyond Events



The Story Of A Finance Team

TOTAL VIEWS
7,30,780

Total Views

| | |
|--|---------|
| LinkedIn campaign | 542,235 |
| YouTube campaign | 173,354 |
| Social Media (FB+ LinkedIn+ Instagram) | 15,191 |

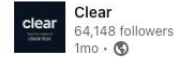
VTR

(Engagement/Reach) x100

| | |
|-----------|--------|
| LinkedIn | 10.52% |
| Facebook | 15.67% |
| Instagram | 5.69% |
| CTR (YT) | 4.9% |

Email Campaigns

| | |
|--------------------|---------|
| Email Sent | 357,468 |
| Email opened | 200,382 |
| Open Rate % | 60% |
| Click Rate % | 22.8% |
| Influenced Contact | 96,168 |

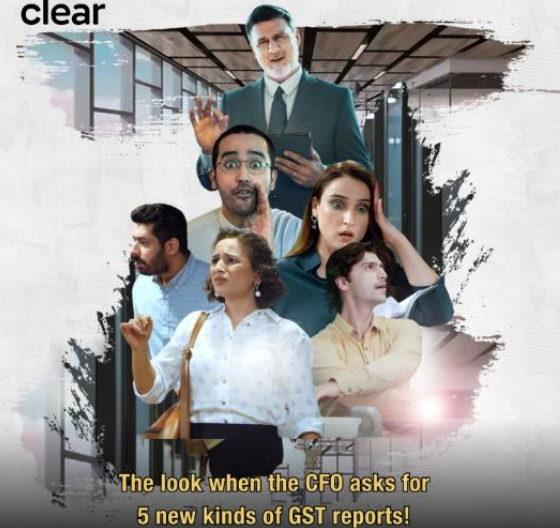


Can you relate to the last-minute chaos when asked for a GST report? Most times, CFO ends up calling for crucial GST reports near the deadline. Amid ever-changing GST regulations, teams often struggle to submit reports on time while also manually meeting GST compliance. Keep calm! Make the most with our advanced Clear Finance Cloud- Enjoy access to over 25+ smart, insightful multi-PAN level GST reports and do much more with a click of a button!

Watch this short film inspired by real-life events that happen in finance teams, pretty much every month: <https://clr.tax/gYh1a>

#ClearFinanceCloud #ConnectedFinanceEcosystem #FinanceTransformed #CFO

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Thank you

