



## **Indus Net Technologies Demystified Digital Marketing Once Again**

The company conducted a workshop on Digital Marketing for senior managers

**Kolkata, India, April 10, 2015** - [Indus Net Technologies](#) once again conducted a workshop on Digital Marketing for the senior managers of the city of Kolkata; and this is not the first time that this Kolkata based company has organized such an event. Indus Net has already conducted similar workshops in all the major cities of India like Kolkata, Mumbai, Delhi, Bangalore, Bhubaneswar and Chennai within a period of just one year. However, this time they once again chose the location of their headquarters for conducting this exclusive workshop on Digital Marketing.

Being the brainchild of Mr. Abhishek Rungta, Founder and CEO of Indus Net Technologies Pvt. Ltd. & the main speaker of the event, the workshop has been rightly named as "[Digital Marketing Demystified](#)". Mr. Abhishek Rungta, being into the internet marketing business for more than 17 years, is believed to be a knowledge house when it comes to digital marketing. Over the years, Mr. Rungta has not just gathered exhaustive knowledge about this comparatively new marketing medium but his immense love for technology has helped him master the field at ease. It is this love for technology that made Mr. Abhishek Rungta take his business of Digital Marketing, Web Development and Enterprise Mobility to reach global limits. With its strength of 550+ in-house employees, Indus Net Technologies has not just established its foothold in some major global locations like UK, USA and Singapore but has even earned high reputation from different parts of the world & has bagged a number of prestigious awards like Deloitte Technology Fast 500 Asia Pacific (2010 and 2011), Deloitte Technology Fast 50 India (2011) etc. The company has even been rated as #1 IT SME in India by Dun and Bradstreet in the year 2008.

Now, as named, Digital Marketing Demystified was surely a doubt-clearing workshop for the senior managers operating out of Kolkata. Mr. Abhishek Rungta not just completely justified the purpose of the workshop but even went beyond limits to make the attendees of the workshop go back with a clear idea of what digital marketing is all about, what are its different techniques, how to strategize and implement those techniques, what are the dos and don'ts of digital marketing etc. Conducted on 10<sup>th</sup> April, 2015 at Hotel Hyatt Regency of Kolkata, this full-day exclusive workshop for the senior management even included a number of case studies in the form of videos that helped the attendees get a better insight into the subject. The workshop was jam-packed with the CEOs, COOs, Directors, Marketing Managers and Assistant Managers, Corporate Communications & PR Heads etc. of some of the reputed companies of Kolkata

like Institute of Computer Accountants, Sweethandi.com, MNetra Reporting and many more. Apart from them, Ms. Rita Bhimani, the eminent PR personality and professional Corporate PR Consultant, even attended Digital Marketing Demystified. To quote her, "Abhishek is a phenomenal communicator to give us the kind of input we have got. It was helpful and interactive. It took us to another level. To me, it's being a great great experience and I feel Indus Net has done an amazing job". Other attendees are even of similar opinion and appreciated the initiative.



All in all, Digital Marketing Demystified proved its exceptionality not by enlightening people about digital marketing but even by giving the attendees enough opportunity to know each other during the business networking lunch organized for them.

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