

FIRE UP YOUR MARKETING WITH NINJA CONTENT!

WHY CONTENT MARKETING?

- To attract, engage, and retain an audience.
- To establish expertise, promote brand awareness, and keep your business top of mind when it's time to buy what you sell.
- To answer your audience's questions.
- To build trust with your audience, improve conversions, connect with customers, and generate leads.
- Create and share relevant articles, videos, podcasts, and other media.
- Content consistency establishes your credibility and strengthens your reputation.

BUDGET 2022

Key Takeaways for the BFSI, Fintech & Crypto industry

Banking: To push digitization and improve financial inclusion, the country's 1.5 lakh post offices will be brought into the core digital banking realm. Additionally, the Union Budget 2022 has announced the setting up of 75 digital banking units by schedule commercial banks in 75 districts.

CBDC: The government has also announced the launch of a blockchain-based digital currency that the Reserve Bank of India will issue.

Bigger budget: The budget earmarks Rs 39.45 lakh crore for FY23 which focused on infrastructure investment to boost revival from the pandemic.

Fiscal deficit target: The fiscal deficit for the current financial year is expected at 6.9% of GDP while for the next fiscal year, a deficit of 6.4% is targeted.

Capex push: Capital expenditure bumped by 35% again to Rs 7.50 lakh crore.

Record borrowing: Gross borrowing for 2022-23 was raised 40% to Rs 14.95 lakh crore as the budget went on an investment spree to boost revival.

Tax framework for digital currencies rolls out: The Centre will impose a tax of 30% on income from cryptocurrencies and other digital assets, putting them in the highest tax band.

LTCG: The surcharge on long-term capital gains arising from the transfer of any type of asset will be capped at 15 percent.

COMPANIES SERVED:

- Insurance Foundation of India
- Insuretech Association of India
- Finnovate FinServ
- Hero FinCorp
- Reliance General Insurance
- InstantPay
- IndiaBulls
- PNB MetLife
- Xceedance
- Business Today
- CryptoNewsz

CONTENT FORMATS DELIVERED:

- Branded Content
- Website Content
- Blogs
- Case Studies
- Whitepapers
- Newsletters



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MY STRENGTHS

- Deep interest in the BFSI, Fintech & Crypto Industries
- 12 years of editorial consulting experience
- Make 100% effort to fully understand client brief
- Adapt writing style to different content formats
- Strive to satisfy client with ready-to-publish content