



Reimagining Business Intelligence and Digital Strategy to Propel Your BUSINESS

redswitchstudio.com

ABOUT US

Red Switch is where business intelligence meets clarity and customization. We craft data-driven, tailor-made strategies — not generic templates — because we know every business is unique. With real-time dashboards and a transparent workflow, our dedicated team keeps you informed every step of the way. From digital marketing to deep strategic insights, we don't just guide your growth — we grow with you.

OUR MISSION

Turning Data Into Direction, and Insight Into Impact

We turn data into growth. Our Business Intelligence solutions transform raw numbers into clear, actionable insights—helping you make smarter decisions, faster."

OUR VISION

Building Digital Pathways to Lasting Business Success

We help businesses grow through smart, scalable digital strategies. From boosting your online presence to generating quality leads, our goal is simple—deliver real results that last.



SAYAN MAITRA
Founder and CEO



**Guided by clarity
Driven by impact**

Our values



OUR VALUES

At Red Switch, our values shape every interaction and solution we offer—ensuring every client moves forward with confidence and clarity.



Partnership

Our clients are not just customers — they're collaborators. We grow together through mutual trust and shared goals



Customization

No two businesses are the same. Our strategies are tailor-made to meet your unique goals and challenges



Transparency

We believe in honest communication, real-time updates, and keeping our clients fully informed — always.



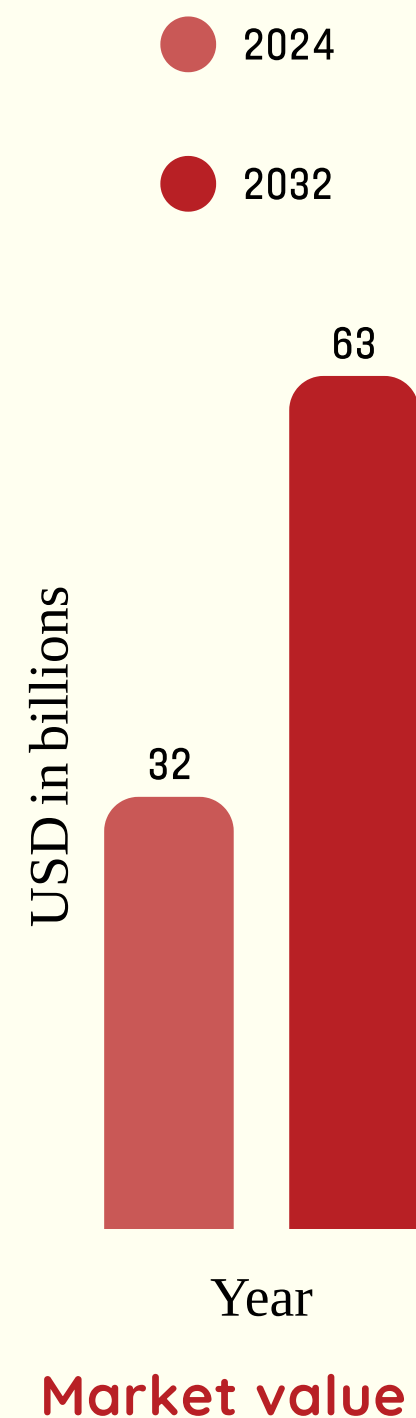
Innovation

We stay ahead of the curve, leveraging the latest in digital tools and business intelligence to drive smart decisions



Accountability

We don't just deliver plans — we take ownership and walk the journey with you, every step of the way.



Valued at
USD 31.98 billion
in 2024

projected to reach
USD 63.20 billion
by 2032

KEY GROWTH DRIVERS

Strategic Decision-Making

Increasing emphasis on data-driven strategies enhances BI adoption.

Digital Transformation

Organizations are leveraging BI for improved productivity and accurate reporting.

Technological Advancements

Integration of AI and machine learning in BI tools is expanding capabilities.

Source

Fortune Business Insights – Business Intelligence (BI) Market Report



Solutions That Spark Growth, Powered by Insight

Our services



Business Intelligence

Transform raw data into clear insights through dashboards, reports, and analytics to support strategic business moves.



Predictive Modelling

Use historical data to forecast customer behavior, campaign performance, and future trends for smarter decision-making.



Digital Marketing

Promote your brand with authentic content, SEO, organic social media marketing and performance marketing.



Performance and Monitoring dashboard

Track real-time metrics like engagement, reach, ROI, and audience behavior across all platforms in one smart view.



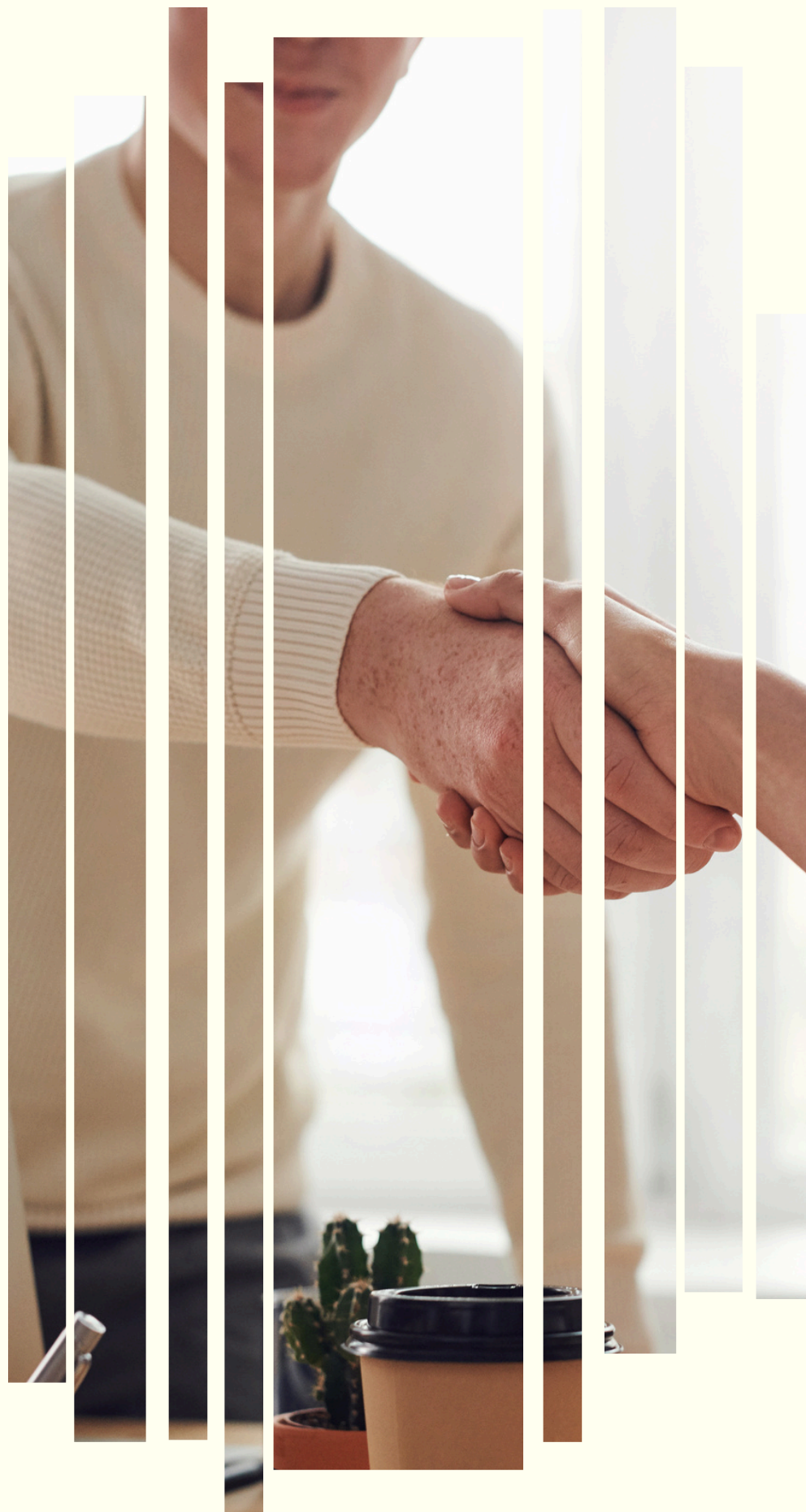
Digital Transformation

Front end & back end web development, AI Chatbots, Process automation



Time Series Forecasting

Predict growth, demand, and performance patterns over time to plan content, budgets, and marketing strategies effectively.



Our Industry Expertise

Overview of industries served

Our success story



What we help achieve?

We successfully built a robust and modern website — zahranimetals.com — that reflects the brand's focus on sustainable metal recycling with a clean, professional design. The final site achieved excellent performance: 91 in PageSpeed, 93 in accessibility, and 85 in SEO. These scores significantly boost the user experience and search engine visibility. The client expressed strong satisfaction with our work, highlighting our responsiveness and professionalism. Their recommendation reinforces our commitment to delivering high-quality digital solutions.

Major constraints faced

One of the primary challenges was coordinating remotely across different time zones. Ensuring seamless communication and regular updates required extra effort and planning. Another constraint was meeting the client's high performance expectations. They specifically needed top scores in speed, accessibility, and SEO, which demanded careful optimization. Lastly, capturing the essence of Zahrani Metals' mission in sustainable recycling through both design and messaging was crucial. This required a thoughtful approach to align visuals and content with their values.

Our success story



What we help achieve?

At Red Switch, we offer comprehensive digital audits that deliver actionable insights. For the Kenya Association of Manufacturers, our analysis improved their online presence, optimised user experience, and expanded their digital reach. By aligning strategy with brand vision, we helped sharpen their content direction and lay the foundation for meaningful digital engagement.

Major constraints faced

"This project posed unique challenges due to tight timelines, diverse cultural dynamics, and the diplomatic considerations required when working with an association representing Kenya's entire manufacturing fraternity.

Our success story



What we help achieve?

For GH2 India, Red Switch's strategic content planning and platform expertise led to a 50% increase in followers and a 35% rise in engagement on LinkedIn. By introducing thought-driven articles, polls, and a consistent posting schedule, we enhanced their digital visibility and fostered meaningful industry engagement. Our hands-on approach and understanding of LinkedIn's algorithm helped position their message effectively in the green hydrogen sector.

Major constraints faced

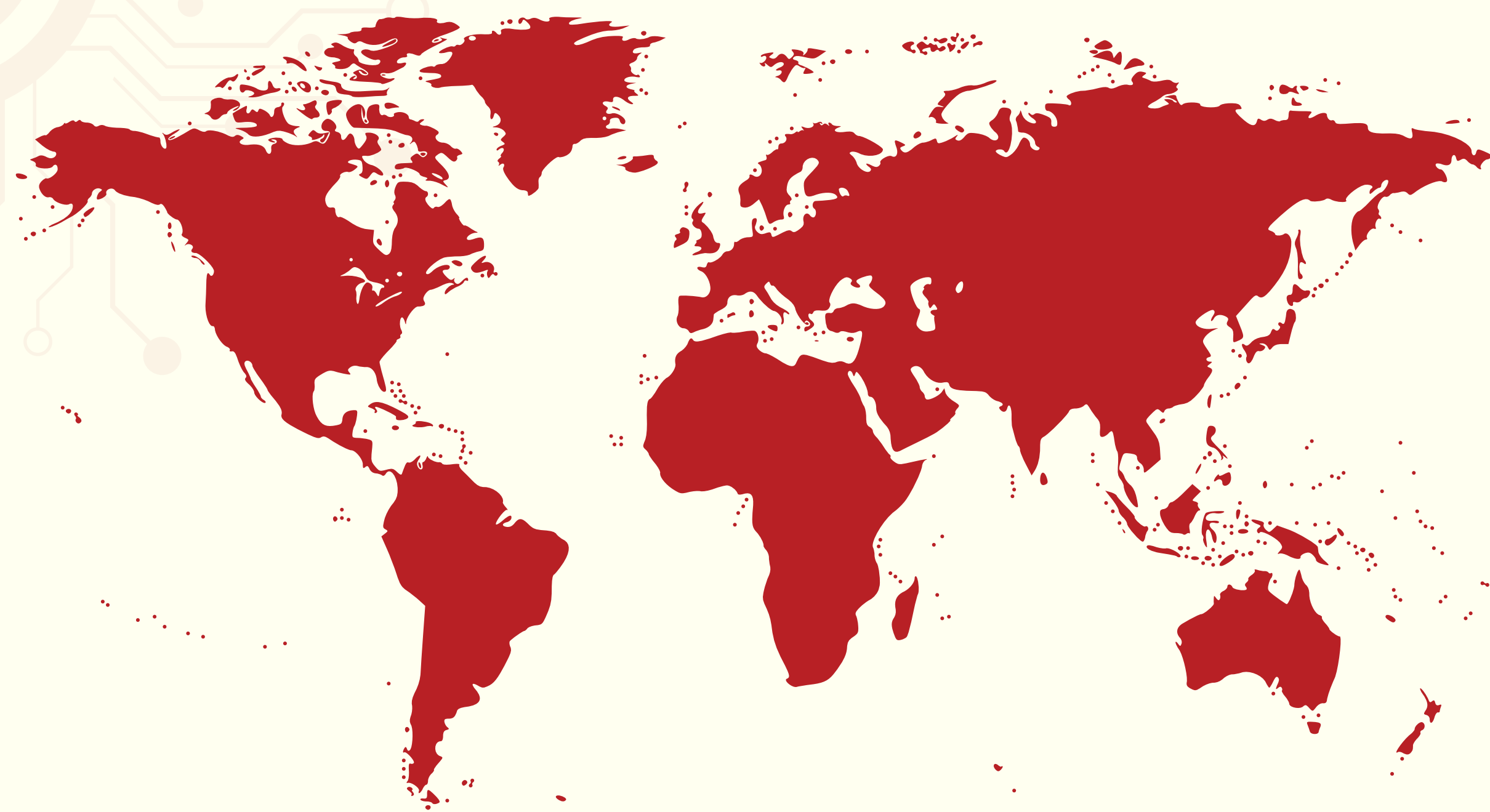
Working on this project presented a unique set of challenges and opportunities. As an emerging sector, green hydrogen required us to undertake extensive research to ensure both accuracy and relevance. The subject's novelty meant public awareness was limited, so our key focus was on developing content that could drive engagement and traction, even among unfamiliar audiences. With significant government involvement, including organisations like MNRE, we had to maintain a tone that was both informative and diplomatically appropriate — especially given the sensitive nature of policy narratives and the sector's strategic importance. This was not just a content task, but a responsibility to shape perception around a technology that holds future promise.

Our success story



شركة اعتمد المحدودة
Atmiid Limited Company





Australia, Benin,
Nigeria, Kenya, South
Africa, India, Saudi
Arabia, UAE & more
joining in



DR. TINA KARME

Co Founder of Sustory (Finland)



I looked through the work you do and I have to say I have never seen anyone talk about marketing in such a beautiful way, how you bring soul, love and spirit into it is amazing and it made me feel like we recognise there is more to the story than the overwhelming "buy yourself happy". It is filled with love for life and living with joy.



AHMAD ALZHRANI

Founder of Zahrani Metals (Saudi Arabia)



Red Switch's dedication, hands-on approach, and clear understanding of CMS made a noticeable impact on our digital presence. We saw a 50% increase in the number of traffic on our website.

MATHEWS JAMES

Founder of Klothewala Internationals (India)



Their innovative idea of incorporating polls into our content mix was a resounding success. The polls generated 40% high participation rates, providing us with valuable insights into our audience's interests and perspectives





STEVE HODA

CEO and Co-Founder of AfriCereal Group (Benin)



What we like the most of Red Switch is the eagerness to hear out clearly & resolve issues. We have come across other such firms as well; however, they always have a pre-determined solution - which doesn't matches always.



NISHAANTH BALASHANMUGAM

Director of GH2 India (India)



We witnessed a clear 35% rise in engagement, reflected in increase number of likes, comments, and shares

LAWRENCE NJENGA

Head of Corporate Communications & Marketing of Kenya Association of Manufacturers (Kenya)



Your insights & recommendations have provided valuable guidance on enhancing our online presence, optimizing user experience, and strategically expanding our professional networks across digital platforms.





From first hello to handover

How our team executes



Discovery Call

A brief introductory conversation to understand your vision, goals, and challenges.



Proposal Preparation

Our team curates a detailed roadmap, timelines, and deliverables tailored to your needs.



Understanding the Requirements

We dive deeper into your brand, objectives, and expectations to build clarity and alignment.



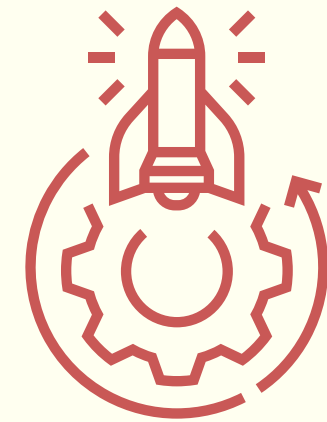
Agreement Signing

A formal agreement is signed, laying down responsibilities, timelines, and confidentiality.



Proposal Finalization Meeting

We walk you through the proposal, discuss iterations, and finalize the project scope collaboratively.



Execution Initiation

We kick off the project with a streamlined workflow, regular updates, and milestone tracking.



Let's start a conversation

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