

WOMEN ENTREPRENEURSHIP
SUMMIT AND AWARDS

SOCIAL MEDIA EVANGELIST

DEEPA
SAYAL

ADG ONLINE SOLUTIONS
TECH WOMAN
ENTREPRENEUR

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DEEPA SAYAL is the real 'super-woman' who has seen the darkness and brightness of being an entrepreneur at close quarters - beginning with her first pay cheque of Rs 1,000 to now running a company with a projected turnover of Rs 100 crore. She began her career as a receptionist in Chandigarh in the early 1990s and transformed herself into a digital mentor, incubator and social media evangelist.

While floating ADG Online Solutions, customising and crafting products in close conjunction with the SME and SMB sectors formed the core of her occupational pursuit. Starting with a paid-up capital of Rs 1 lakh, the company has grown at a threshold bottomline of 30 per cent on a year-on-year basis and is poised to grow by 100 per cent over the next three years, despite being bootstrapped till date.

"Our vision is to be simply innovative and remain agile for our customers. Our mission is to build value-centric businesses. Internally, our employees are our strength and we



nurture them constantly to build new horizons and build internal goals for the company," says Sayal. "Training and skill building, Innovation in R&D and customer innovation are of utmost importance for us. We are a CMM Level 5 company and have built many new-age best practice products that build value and boost productivity in the governance sector and the MSME sector as well," she goes on to say.

ADG Online, an award-winning digital media outfit, specialises in formulating digital strategy and conversion led plans. It has worked closely with marquee firms like Fujifilm, Videocon Telecom, Trend Micro, NEC, Cisco, Harman International, VLCC Health Care, ASUS, Western Digital, Sobha Developers, Hello Organic, Fitness World, Toshiba, HP, Dell, Shyam Telecom, Adata, Beats Audio, Belkin, LIC and many others in devising their online reputation, brand building and social media initiatives through conversion led strategies.

It also serves many government departments, public sector enterprises and private sector enterprises, such as the National Skill Development Corporation, the Delhi High Court, NICS, National E-gov Division, BECIL, BIRAC, the Election Commission and the Confederation of Indian Industry. In many sectors it has products that are a first of its kind.

The company is preparing to be future ready. "We have invested in new-age technology products such as IOT, Big Data, Blockchain, digitisation and definitely have the first movers' advantage in the competitive realm," says Sayal. She says going forward the company will be acquiring new techniques, focusing on better manpower, building better geographical presence and investing in branding strategic direction. 