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Date: 8th May 2025

To
The Director
International Management Institute (IMI) Kolkata
2/4C, Judges Court Road
Alipore, Kolkata - 700027

Subject: Acknowledgement of Student Contribution – Local Business Accelerator Program

Dear Sir/Madam,

I am writing to extend our sincere appreciation for the invaluable contributions made by the student team from IMI Kolkata, who collaborated with us at Artsty over the last six months as part of your Local Business Accelerator program.

Artsty is a growing marketplace for unique, handmade, and personalized gifting, working closely with local artists and creators to bring thoughtfully curated pieces to customers across India. As a brand deeply rooted in creativity and community, this collaboration brought fresh perspectives, structured insights, and impactful initiatives to our business.

The IMI student team demonstrated commendable professionalism, strategic thinking, and a proactive approach. Their work helped us enhance core areas of our operations, digital presence, and customer engagement.



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Key Contributions and Highlights:

- Operational Efficiency: Introduced simplified tracking systems and automation tools to streamline order management and artist coordination.
- Marketing and Brand Revamp: Supported the relaunch of our visual identity and led campaigns that improved brand recall and audience interaction.
- Customer & Sales Growth: Designed influencer outreach programs and localized digital campaigns that boosted website traffic and conversion rates.

## Outcomes Delivered:

- A 30% increase in website traffic and a marked improvement in engagement metrics across social platforms.
- · Successful launch of our "Artsty Stories" series, showcasing artisan journeys, which significantly improved customer trust and retention.
- Strengthened backend operations, enabling faster fulfillment and improved customer satisfaction ratings.
- Enhanced vendor and artist onboarding workflows, contributing to a wider and more diverse product range.

This collaboration has had a tangible impact on our growth trajectory and reaffirmed the importance of academic partnerships in the entrepreneurial ecosystem.

On behalf of the entire Artsty team, I extend heartfelt thanks to IMI Kolkata and look forward to more such meaningful engagements in the future.

Warm regards,

Founder, ARTSTY