



Date: 16th May 2025

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

Subject: Letter of Contribution- Local Business Accelerator Course

Dear Sir/Madam,

We are pleased to write this letter to formally acknowledge and appreciate the contribution made by the student team from IMI Kolkata who collaborated with us as a part of the Local Business Accelerator course over the past six months.

During this engagement, the student team displayed a high level of professionalism, commitment, and analytical insight. They conducted detailed market research, analyzed customer preferences, reviewed operational bottlenecks, and provided actionable strategies for growth and visibility enhancement.

Business Process Improvement: The students helped us streamline key workflows by recommending digital tools that improved customer interaction and service delivery.

Marketing and Branding: Their inputs on our social media presence and promotional strategies significantly improved customer engagement.

Sales and Customer Base Enhancement: Through targeted promotional campaigns, customer segmentation, and localized outreach initiatives, the team supported us in expanding our customer base and improving monthly sales.

Outcomes Achieved:

A 25% increase in monthly customer footfall.

Introduction of a digital booking system that reduced turnaround time by 40%.

Launch of a revamped brand identity that improved online impressions and reviews.

Strategic tie-ups with local vendors and partners, expanding our service reach.

This collaboration under the IMI Kolkata initiative has been instrumental in bringing fresh perspectives to our business.

We express our sincere thanks to IMI Kolkata for this enriching partnership and hope to continue engaging with your institution in the future.

Warm regards,
Rahul Singh
Founder
Swaransh IT Solutions Private Limited