

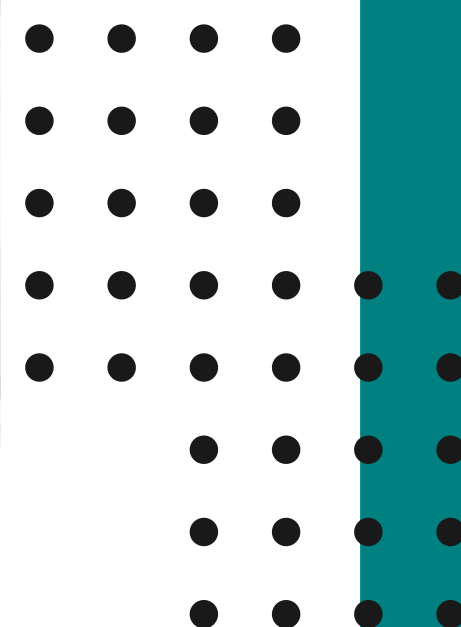
PENTHUSIASTS
CONTENT THAT
CONVERTS



WHO ARE WE?

Penthusiasts is a 6-year-old content marketing agency specialized in crafting diverse forms of digital content.

With our expertise in the ever-evolving content landscape, we help businesses from various industries enhance their online presence and engage with their target audience effectively.



WHAT CAN WE DO FOR YOUR BRAND?



Content Strategy



**Social Media Content
Creation**



**Founder-led Marketing /
Thought Leadership Content on
LinkedIn**



**Website Content / Landing
Pages**

WHAT CAN WE DO FOR YOUR BRAND?



Blogs



**PR Articles & Opinion
Pieces**



Case Studies & Ebooks



Brochures & Flyers

WHAT CAN WE DO FOR YOUR BRAND?



Copywriting



Video Scripts Writing



Graphic Design Support



Social Media Management

WHAT CAN WE DO FOR YOUR BRAND?



Pitch Deck



Content for Amazon Product Pages

- Product Description
- A+ Content



E-commerce Product Descriptions

OUR APPROACH

We analyze specific client objectives, target audiences, and industry trends to develop data-driven content strategies.

OUR SYNERGY

Our team of writers, designers, and project managers work in synergy to create visually appealing and optimized content for every brand.



ORIGIN AND HISTORY



Started as a dream by 23-year-old Poornima after being let go from her IT job



"Content is the King" was the alpha version of Penthusiasts



Grew into a team of passionate Content Writers & Graphics Designers



Created remarkable & high-quality content for brands



Helped multiple businesses grow exponentially with our content



Watched our clients succeed as we grew alongside them

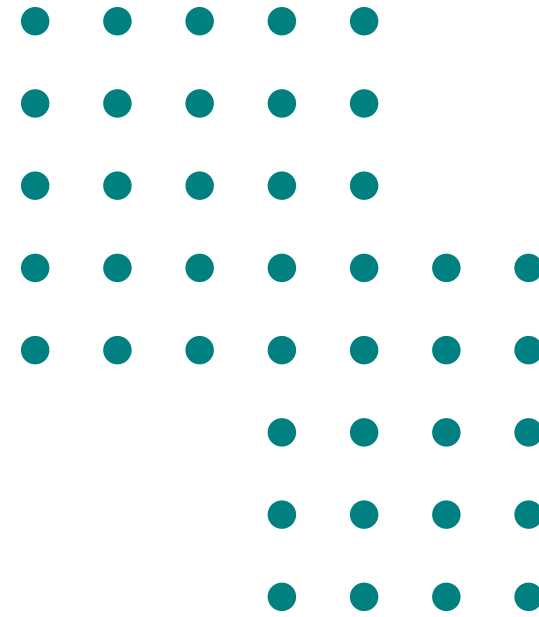
MANAGEMENT

POORNIMA T M, FOUNDER & CEO

Penthusiast | Start-Up Mentor |
Passionate First Gen. Entrepreneur |
Avid Traveller | Fitness Enthusiast

RECENT ACHIEVEMENTS:

- Mentored women in the **GAIL ABHA** program, an IIT Madras initiative empowering GAIL employees' spouses in entrepreneurship.
- **Yuukee <> CSUF Certification** - Launch your Social Enterprise
- Article in [The Times of India](#) on the impact of quality content marketing in uplifting tech startups.
- [Adgully](#) - You automatically become a leader the moment you have a child:
Poornima TM
- [Josh Talks](#) - Career after PREGNANCY



INDUSTRIES TOUCHED

● Tech

- SaaS
- Fintech
- Deeptech
- Lifesciences & Pharma
- Healthcare
- Food Tech

● Fintech:

- Payments
- Lending
- Retirement Planning
- Gamification

● Web3.0

- Blockchain Analytics
- NFTs
- Web3 Applications

● Fashion & Apparel:

- Menswear
- Women's Fashion
- Active Wear

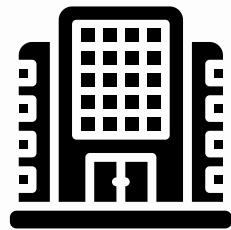
● Beauty & Personal Care

● Ecommerce

● D2C

- Food & Pet Care

THE JOURNEY TO NOW



100+

COMPANIES



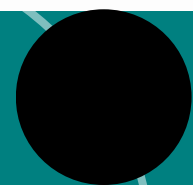
1000+

CONTENT PIECES

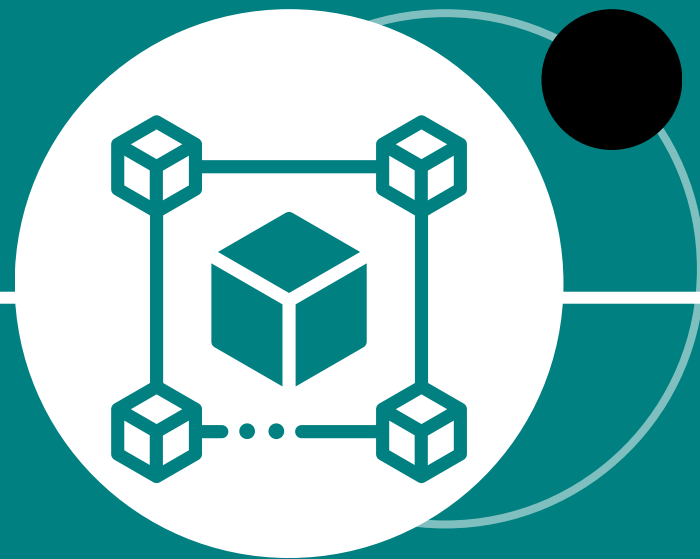


300+

PROJECTS



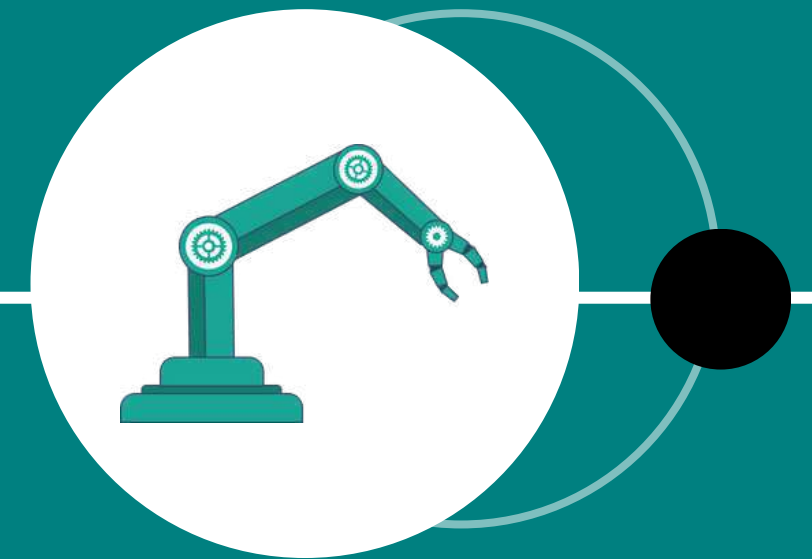
PAST ACHIEVEMENTS



Achieved
1M Impressions
for a Blockchain
Analytics Company
- Blogs



Followers grew from
10k to **29k in two years**, and
one of our posts surpassed
100k impressions
within 24 hours for a Sports
apparel company
- LinkedIn



Increased followers by
80% within 16 months
for a IIT incubated Deep
Tech Company
- LinkedIn



CONGRUENT®



TripleDart

VURVE™
SIGNATURE SALON

YMA
ANALYTICS
Sensor Driven Decisions



OUR CLIENTELE

Flyyy



T10
T10 SPORTS



ippopay

TULSI
MADRAS

M
THE
MAYFLOWER
CAFE & BAKERY

inscribe

OUR TEAM

THE FORCE BEHIND OUR SUCCESS



VAAATHI PARTHIBAN
Senior Project Manager



VIDHYA GURU
Creative Head



JAYASHIRI RAMANATHAN
Project Manager



SARANYA KC
Junior Content Writer



RISHIWANTH VENKATESH
Senior Content Writer