

KEY BENEFITS



Complete Control

You control your content, nothing is crowd-sourced



Super Speedy Search

Customers find your business quickly and effortlessly

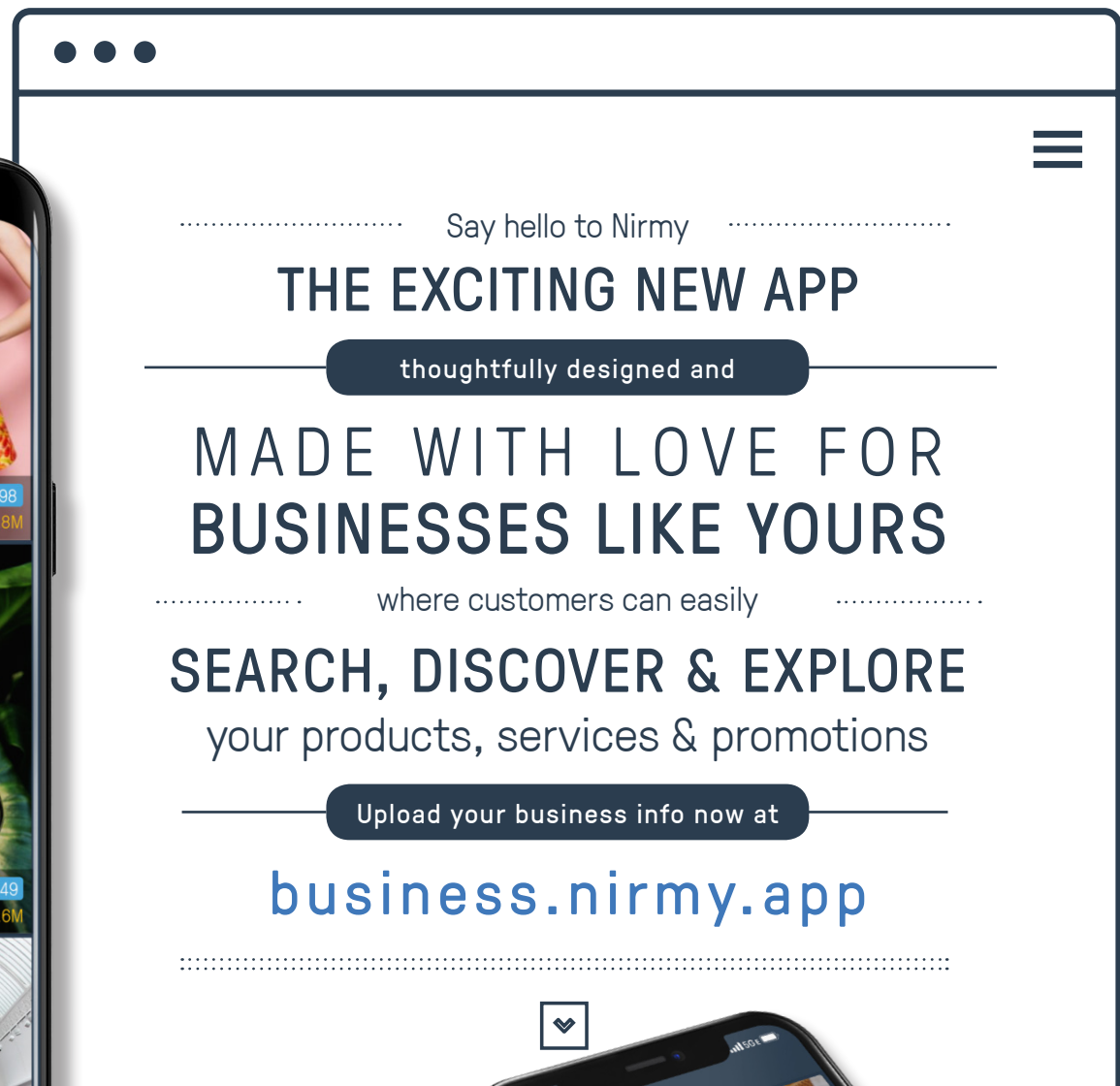
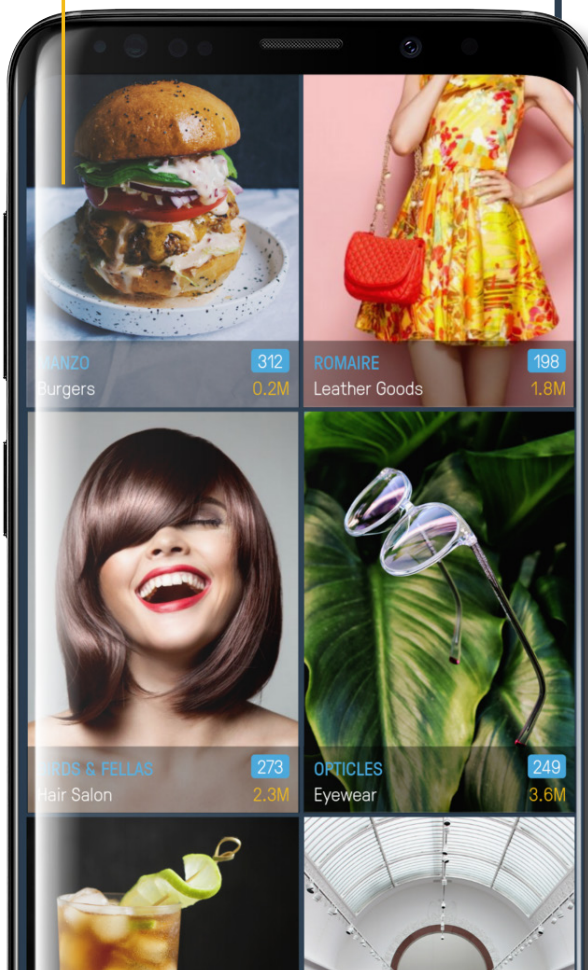


Transparent Pricing

Straight-forward and super affordable price

CHECK IT OUT

Beautiful visual interface for your business



ABOUT NIRMY

Designed for small businesses, retail chains and franchises

Nirmy™ is a gps-based local business search and discovery app that makes it fun, fast and easy for customers to find and share your business. As a marketing and promotions tool, it's incredibly simple for business owners and marketers to learn and use. It's perfect for food, service or retail businesses just like yours.

Use it **FREE FOR 3 MONTHS** to see if it's right for you.



MAKE YOUR BUSINESS DISCOVERABLE ON NIRMY, IT'S EASY AS 1-2-3!

1

Create a **FREE** business account at business.nirmy.app

2

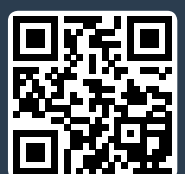
Enter the business details and images you want customers to see

3

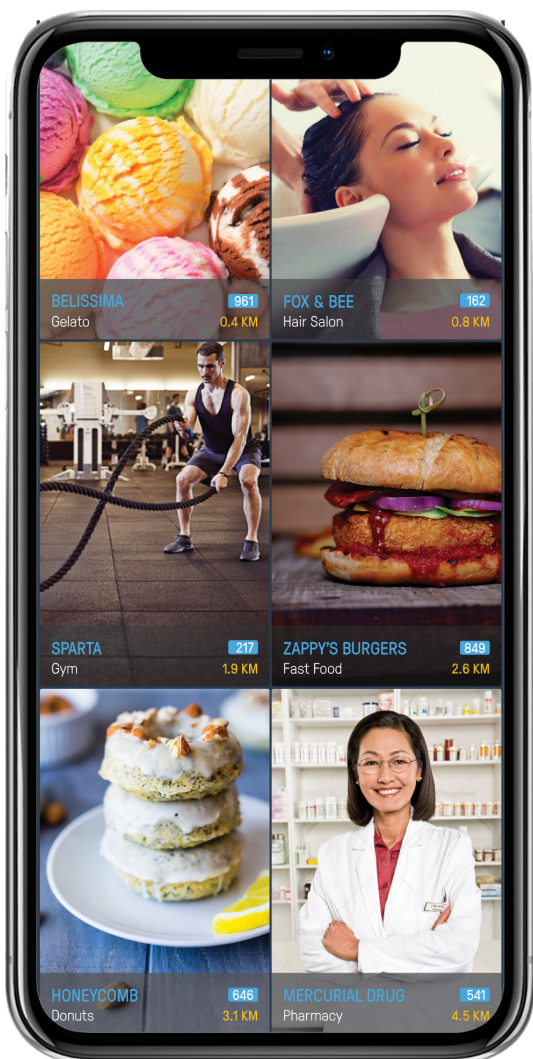
Choose the **3 MONTHS FREE** option to test-drive Nirmy at no cost

DONE!

New customers will instantly discover your business on Nirmy



HERE'S HOW NIRMY HELPS YOUR BUSINESS



WHAT'S NIRMY?

For those not already familiar, Nirmy is a local business search and discovery app that gets your business found or discovered by new customers instantly and beautifully. It's full of features that promote your business and drive sales. Unlike other business search apps whose content about your business you can't control because they're crowd-sourced (meaning pictures, comments and other content can be uploaded by the general public), Nirmy is 'brand-sourced', which means you as the business owner or brand marketer has complete control over all your information, imagery, branding and content on the platform (no risk of unflattering images or unpredictable comments).

Getting your business to appear and be discovered by new customers on Nirmy takes only a matter of minutes. There's no need for you to deal with any sales person because Nirmy has an easy-to-use, do-it-yourself dashboard where you can quickly upload your business information, photos and content (see photo at right).

Simply go to business.nirmy.app on any web browser to get started

WHY DOES IT EXIST?

For far too long, businesses like yours have had limited options when it comes to modern, easy-to-understand and easy-to-use digital marketing and promotional tools. Most are undesirable due to high cost, steep learning curve, mysterious algorithms, complex analytics and lack of content control. Nirmy, on the other hand, is super affordable, easy to learn, provides complete control over your own content, has the simplest metrics dashboard and uses only a GPS algorithm when displaying business search results. There are no formulas other than distance that favor one business over another in search results. Nirmy exists to offer marketers like you not just another option, but rather, **the best option.**

FIRST THINGS FIRST

Go to www.nirmy.app on any web browser and watch the 60-second video to see Nirmy in action. Then, download Nirmy from the Apple App Store or Google Play Store to experience it firsthand and see, as a consumer, how easy and delightful it makes discovering or searching for businesses. Once you've got the hang of it, read on to learn how to use it easily as a marketing tool for your own business.

Use Nirmy to promote your business **FREE for 3 months.** If you like it and choose to continue using it as a marketing tool for your business after 3 months, a full year



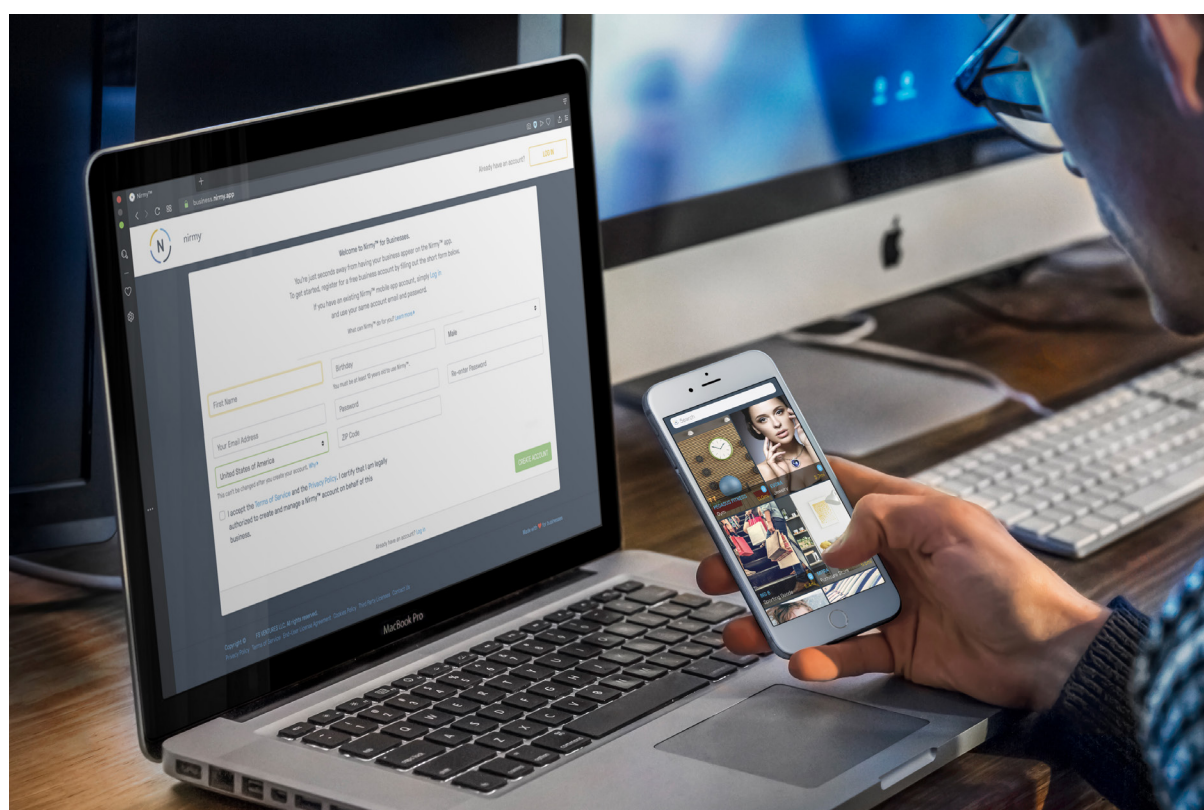
of Nirmy costs only \$240, a small fraction of other digital marketing platforms and traditional advertising channels like print ads (in fact, even your seasonal store signage probably costs more).

EASY AS 1-2-3

Make your business appear on Nirmy for **FREE** right now in 3 simple steps:

- 1) Go to business.nirmy.app and create a free business account
- 2) Fill out the business information you want displayed for your business
- 3) Choose the option for a **3-months-FREE Single Tile** and then click 'Save Business Tile'

That's it, congratulations! Your business will instantly appear on Nirmy for a world of new customers to discover everyday.



Nirmy features a visual, tile-based user interface (see photos above). When you upload your business information and photos onto the business.nirmy.app website, your business will appear as a 'tile' on a GPS-enabled scrolling grid on the mobile app. Users see your tile based on your proximity to them. Users then tap on your tile to open it to its interactive Expanded View, which showcases all the details a prospect would need to know about your business, including your contact info, description, expertise or specialties, business hours, any promotions or sales you're having, the ability to map directions and share your business with others, and all other types of content you want to share, including videos and unlimited links. Plus, you can track views, visits and interactions with your business listing through your online dashboard.

See more by visiting www.nirmy.app