



9 Aug 2021

Dear Mr. Saurav K,

TO WHOM IT MAY CONCERN

This is to certify that Mr. Saurav K has completed his internship with Xpert as a Marketing Strategy Intern from the period of 14 June -8 Aug 2021.

During the internship, he was working for our new initiative "Xpert" and did a great job in the following areas:

- Curated content for App through extensive online research ensuring quality content on the platform.
- Identified and connected with experts across social media platforms like LinkedIn, Instagram, etc.
- Created reachout content to approach experts across platforms, keeping in mind the motivation for them on each of these platforms.
- Executed on-page and off-page SEO to get the App greater online visibility.
- Involved in strategising to identify and acquire supply as well as demand base.
- Design Thinking and acquisition of users as well as suppliers, contributing to product development.

During his tenure as an intern with this organization, we found him extremely dedicated, punctual, and hardworking. We wish him success in all future endeavours.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sharad Lunia'.

Sharad Lunia
Business Head