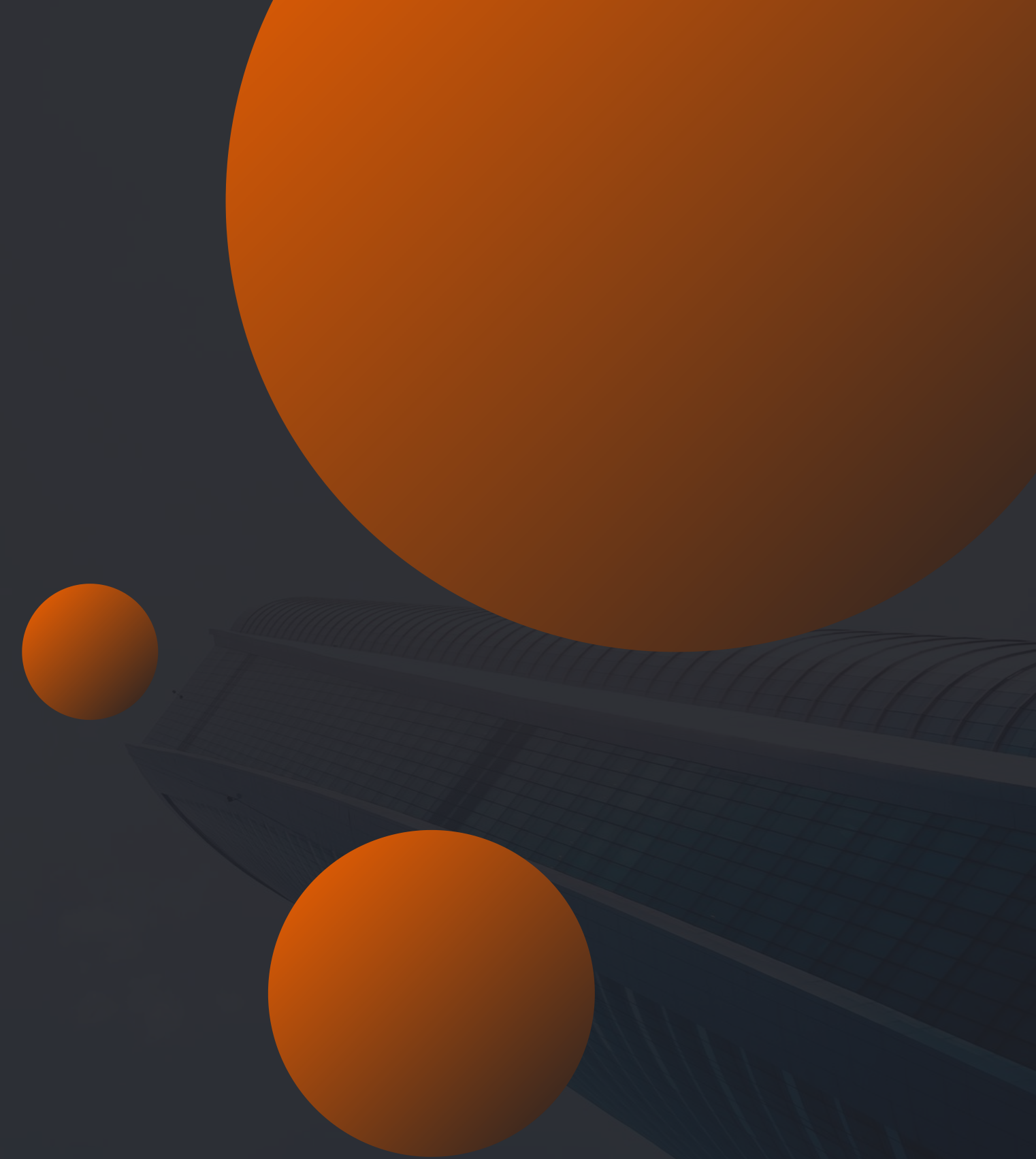


DIGI^{BY}
SR

DigiBySR

WE MAKE IT HAPPEN





About Us

We at DigiBySR, are a New Delhi, India-based digital agency filled with ambitious, driven, and talented professionals. We are a pan-global outsourcing partner to companies with digital needs. We are here to help you scale your business by ensuring quality, timeliness, and cost efficiency. At DigiBySR, we love our work and we take pride in it.

<https://digibysr.com/>

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SERVICES



Web Design & Development



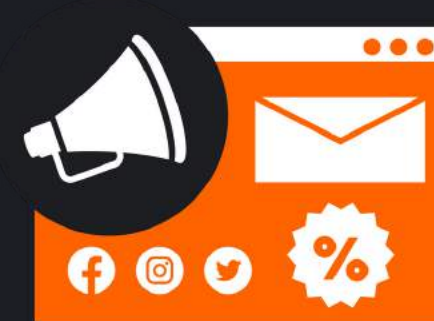
Web Hosting



Web Maintenance



Data Management



Digital Marketing & Branding

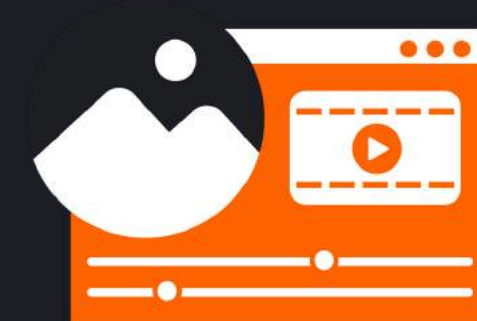


Photo & Video Editing

DIGI ^{BY}SR

Case Study DigiBySR

WORDPRESS WEBSITE





PHARMACEUTICAL INDUSTRY



PROCESS

01

CLIENT BRIEF

The Client was going through a complete rebrand, so highlighting the brand's revised image and values were crucial.

02

RESEARCH

The Pharmaceutical space was studied carefully, especially on how the competitors established their presence online.

03

DESIGN

The client provided a design book with the revised brand guidelines, so with constant communication with them, the website's design was prepared to realise their vision.

04

DEVELOPMENT

Development can be an iterative process as well, since achieving a pristine output and matching the clients vision was a must, efforts in this area were made in aplenty.



Tech Used

WordPress

WordPress was chosen as it provides a user-friendly and intuitive interface, making it accessible to users with little to no technical expertise, this would allow the client to easily create, edit, and publish content without needing to write code once the website was handed to them. WordPress offers a vast collection of themes and plugins that provided modular solutions for specific features and requirements, this allowed building the website with required custom sections within a short span of time, as the client wanted to set it up as quickly as possible owing to a time-limited launch period of their rebranded website.

The website is already quite expansive, with the client's vision to continually grow it over the years, WordPress has the ability to scale alongside it, it supports large amounts of content and handles high traffic.

Key Considerations

The company was performing a rebrand, this website was central in their efforts towards doing so. In order to establish their credibility online, they wanted to highlight the certifications and accreditations they have with the enterprise to validate their plants, as well as the one's they received for their continuous efforts towards CSR.

The firm wanted to also lead the website towards their products and formulations within the pharmaceutical Industry, and hence it was important to arrange , display the information in an organized easy to read manner. The Company wanted to give the website visitor an overview of the different manufacturing facilities they have.



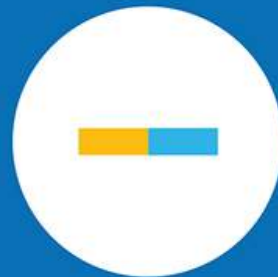
Key Considerations

Vision & Values

Co-create a Top 5 merchant API platform by serving global marquee pharma customers as their partner of choice.



Unity



Simplicity



Passion



Accountability



Agility

Intent

Highlighting the brand values on the landing page was critical as the company was rebranding themselves, so establishing their work ethos was crucial.

Key Considerations

Forestation

At Cohance, we believe that caring for people entails caring for our ecosystem. Safeguarding the environment is our primary responsibility as Cohancer's.

We realise the environmental risks that come with operating a global business, so we've set ambitious long-term environmental sustainability goals for absolute reductions in CO2 emission, wastewater generation and spillages, and striving for zero waste to landfill at our hotspots. Our constant endeavour is to find ways to reduce power consumption and ensure sustainable development in all the areas possible.

Intent

The Brand emphasizes CSR within their annual functioning, and wanted to talk about it to make the viewer aware of their efforts in the sector.

Cohance Lifesciences

Accelerating Advantap

Cohance is a leading CDMO and
innovate, co-create and coll
and specialty chemical o
that enhance quality of

Discover more

Company's Website

Countless hours in the design room and behind the technical chair for web development, gave rise to one of the most elaborate websites we have worked on so far, we urge the viewer to have a look!

[VISIT](#)

