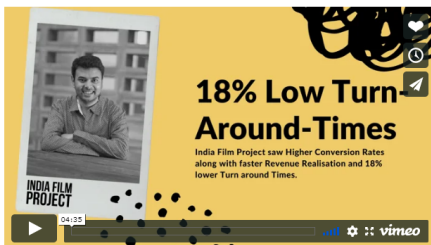


## IFP manages sponsorships with Gridle

How the IFP, Asia's largest film-making event used Gridle to manage sponsorships for their events every year.



### 32000+ Film-Makers

India Film Project attracts over 32K+ Film Makers from 310 Cities



### 50+ Sponsors

They work with 50+ Sponsors across their events and challenges



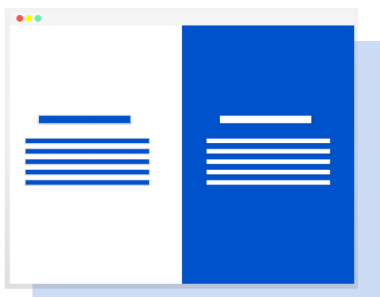
### 15% Faster Payments

They've been able to get paid 15% faster leading to healthier cash-flow

## Premise and Background

Tired of using inefficient patchwork between Excel Sheets, Docs and PPTs, Ritam, from IFP, wrote a genuinely curious tweet to us.

Challenge accepted. A team demo was scheduled after understanding issues they faced with the system they had in place. Post the demo, the company signed up for the premium trial to better evaluate the value Gridle would provide.



## Implementation Process

They had a system. If you could call it that. Some things happened on calls, others in excel sheets. Parts of it were updated in PPTs and some were lost in Emails because they had crossed 10,000 unread emails. Brochures were forwarded to each other as PPTs. The team looked at mails and saw extra effort that they had to do by finding things there. Same Issue with excel sheets.

Why it wasn't working? Because it needed extra effort. Gridle provided them with intrinsic individual value. 'Individual' being the operative word. Since Gridle made it easier for them individually, it was not about updating things on Gridle, it was about using Gridle to make stuff easy for them as well.

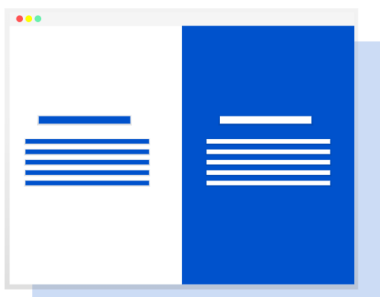
## Gridle drove Higher Efficiency

"We previously used word for invoicing, calendars for due-date reminders to clients and pets for sending proposals. Gridle helps us do all of that from one place and it gives us insights as well which drives efficiency. We've been able to realise revenue 15% faster now." - Ritam, Founder, IFP

## Much better Deal-Flow

They were able to create leads, make notes, have discussions and update statuses. The inefficient patch work of Excel Sheets, mails and calendars was over for them. They were able to follow up with about 600 leads in less than a month and close the important ones. A 300% jump from what they did previously.

More importantly, they had just one place, Gridle, where they could get a bird-eye view of their priorities and activities across their sales & recovery teams that they were a part of. Now, they could manage things on the fly.



## So, did it all work out?

As it turns out when IFP had just 1 place to manage clients, their teams and employees ended up increasing their productivity. Not by working more but by wasting less time.