

# Making Marketing a Commercial Lever



Offshore Marketing  
Execution for  
PE-Backed Services'  
Portfolios



# Create a centralized marketing CoE that compounds value portfolio-wide

In PE-backed services' businesses, the strongest value creation levers are consistent: commercial momentum, operating efficiency, and scalable execution. Yet marketing is often one of the last functions to be treated with the same rigor as delivery or finance.

We help PE firms systemize marketing execution to improve go-to-market KPIs, enhance financial performance, and structurally lower execution costs through a pod-based model.

**We help portfolio companies improve critical growth marketing metrics, including:**



Higher engagement and visibility in priority markets



Increased website traffic and conversion performance



Stronger lead quality and sales enablement



Faster GTM execution cycles

## Turns marketing from a cost center into a repeatable value creation lever



Global 5G & Connectivity player raised **\$300 MN** with a new brand identity



US-based IT Solutions firm witnessed **152%** increase in engagement on LinkedIn that led to 3X website traffic



Marketing execution redesign has delivered up to **65%** cost efficiency, creating **200–400 bps** EBITDA uplift



# Why PE Firms Engage With Us



## Creative Leverage

Access to experienced B2B marketing consultants and storytellers who translate complex services' expertise into narratives that create visibility and start the right buyer conversations.



## Cost & EBITDA Efficiency

Marketing execution is structurally expensive in the US. Our model creates recurring SG&A improvement while maintaining marketing output and commercial momentum.



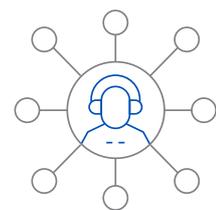
## Speed of Execution

Time-zone advantage + consultant bench strength accelerates turnaround on campaigns, content, reporting, and sales enablement. This enables an always-on GTM momentum.

## How it Works

### Offshore Marketing Pod

We embed an offshore execution pod aligned to your company's portfolio priorities. The pod operates with clear governance, reporting cadence, and quality controls. This enables scaling execution without scaling US headcount.



### Centralized Marketing CoE

For PE firms with multiple services' investments, we establish a centralized Marketing Center of Excellence to standardize execution, reduce duplication, and create a repeatable portfolio-wide value creation lever.



# The TTC + Advantage

01 Publicly listed company in India

02 14+ years supporting US services and technology firms

03 72% of our clients are based in North America

04 Deep consultant bench of experts in AI, content, branding & MarTech

05 Proven governance model built for PE-backed environments

We help PE-backed companies execute faster, build visibility, and unlock measurable EBITDA efficiency - without compromising quality or control.

Listed on  
**BSE**  
The Power of Vibrance



Designed for  
PE governance,  
built for growth

“Over 25 years, I’ve learned that the best value creation levers are repeatable. When marketing execution is built as a system, the financial impact shows up consistently.”

**Reshma Budhia**

CEO, Toss the Coin



 [www.tossthe.co.in](http://www.tossthe.co.in)

**toss the coin**  
for marketing decisions