

When the coin
is in the air...



...we make
marketing decisions
for our customers!



toss the coin



**We're
your growth
accelerator!**

As a full-suite marketing consulting agency for B2B, we help businesses grow by implementing marketing strategy that is creative, responsible, and sustainable.

80% Creative

20% Weird

100% Referenced



Since 2012, we've worked with tech brands of all sizes as their extended marketing office, crafting high-impact GTM strategies. Our services include strategy and consulting, branding, content development, and executing digital campaigns. Led by design thinking, our approach to strategy starts from deconstructing the buyer persona and building compelling content relevant to their sales cycle.

As creative problem-solvers, we're committed to producing tangible outcomes!



We're not just creative problem-solvers; we're growth catalysts! We've worked on over 10,000+ content assets for B2B tech players. With time, we've created content frameworks that can generate high-impact business collaterals.

Sales teams love us for the speed at which we deliver drip content.

Marketing teams love us for the creative themes that we bring to the table.

Business heads love us for being authentic.

The reason we proudly boast 100% referenceable customers? It's simple: our customers are our biggest fans!

Our 12-year growth story is a testament to the fact that when it comes to marketing, we make it fun, effective, and unforgettable.

We do some cool marketing work

CMO Office

- Strategic Consulting
- Marketing Operations
- Branding

Sales Enablement

- RFP CoE
- Demand Generation Engine
 - Campaign Management
 - Content Marketing
 - Channel Marketing
- Go-To-Market Solution

Design Outcomes

- Video Production
- UX/UI
- Graphic Studio
- Presentation Design & Enhancement

Employer Branding

- Internal Communications
- Recruitment Marketing
- Employee Engagement
- Knowledge Workshops



Our fact sheet backs up the hype!

12+

Years in B2B
Marketing

110+

Referenceable
Customers

40+

Creative
Problem-Solvers

Servicing
Across
the
Globe

Creative thinking is our superpower!



Innovative Problem-Solving

We approach challenges from new angles, leading to unique solutions that differentiate the brand.



Buyer Empathy

We understand and connect with the target audience better by creating messages and experiences that resonate on a deeper level.



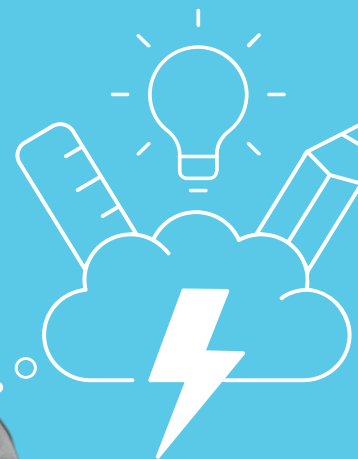
Adaptability and Flexibility

We're more adaptable and are able to pivot quickly when strategies need to change. This flexibility is crucial in the fast-paced world of marketing.



Collaboration and Idea Generation

Encouraging a culture where all ideas are welcomed can lead to a richer pool of concepts, driving more effective and diverse marketing strategies.



Utopia

Pursuing Perfection! | Achieving Excellence!

Utopia is a way of life at ttc. These 10 touchstones guide our actions, decision-making, and interactions influencing how we'll work together, how we'll treat our customers, and how we will approach challenges.



Respect

Beyond simply being polite, this cornerstone value leads us to treat everyone with dignity and worth—no matter their background, position, or opinions.



Empowerment

We hold space for everyone to build autonomy, inspire commitment, grow in confidence, and cultivate original thought, building one redoubtable team.



Trust

This value helps us grow, by nurturing positive relationships at all levels, leading to a culture of honesty, psychological safety, and mutual respect.



Collaboration

Working cohesively as a team to achieve innovative results, we foster team bonding, promote a sense of achievement, and nurture learning and development.



Creativity

We find new ways of thinking, learning, and doing while encouraging calculated risk-taking and celebrating experimentation.



Storytelling

This is an essential leadership value that shapes perceptions, aligns teams, inspires confidence, and drives change.



Safe Environment

Bringing people together as one cohesive team, we help everyone feel a sense of belonging, connection, and shared purpose.



Courage

Taking calculated business risks, we stand up against discrimination and say no to anything that might go against our convictions.



Compassion

We actively understand and empathize with everyone's experiences and challenges, without any judgement or assumption.



Stewardship

This leadership trait helps us serve, putting the needs of our team first, helping them develop and perform better at every task they undertake.



we're an army



What it means to be a woman-first organization



Commitment to Gender Equality

We believe in creating a level playing field where women have equal opportunities to succeed. Our hiring practices are designed to address gender disparities and ensure that women are represented at all levels of our organization.

Diverse Perspectives

We recognize that diverse teams drive innovation and better decision-making. By prioritizing the hiring of women, we bring a wide range of experiences, insights, and approaches to our work, leading to more creative and effective solutions.

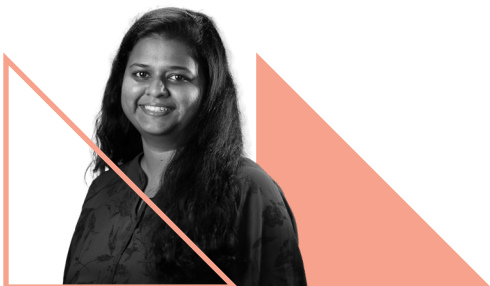


Leadership Development

We actively invest in the growth and development of women leaders within our organization. By offering targeted training and career advancement opportunities, we ensure that women can rise to leadership positions and shape the future of our company.

Supportive Work Environment

We are committed to fostering a workplace culture that empowers women. From mentorship programs to flexible working arrangements, we provide the support women need to thrive both professionally and personally.



Positive Social Impact

We understand that empowering women in the workplace has a ripple effect on society. By being a woman-first organization, we contribute to broader social change, promoting equality and inspiring other companies to follow suit.

The Founders

Reshma Budhia

Recognized as an Exceptional Woman of Excellence, 2018 by Women's Economic Forum | Winner as an Author by LiFT Award 2022 in the Illustrated Book category

Reshma Budhia is a Certified Design Thinking Specialist from Emeritus MIT Sloan School of Management and has completed her PG Diploma in Innovation & Design Thinking. She is the CEO & Co-Founder at Toss The Coin Limited. In her 20+ years of marketing experience, she has worked with global companies to build their marketing growth strategies. She is a practitioner of Design Thinking and applies the framework across all domains of marketing – like content strategy, sales enablement, brand advocacy, and product engineering.

An MBA in Marketing from Symbiosis University, she is an avid reader and a storyteller. She is passionate about the need to get children to understand their right to education and has worked with multiple social organizations to promote education.

Jayan Narayanan

Since graduating from BITS Pilani in 1992, Jayan has held leadership positions in CSS Corp, CSC (now, DXC) and Accel Icm for over 20 years before starting Toss the coin in 2012.

Jayan is passionate about people. So, he speaks at forums, corporate events, and universities on varying topics that inspire people to take actions.

He is a Distinguished Toastmaster and has completed over 1,300 speaking engagements till date. He has conducted several workshops on design thinking, leadership, communications, and creative thinking in India and abroad.

He has been on the admissions interview panel of management schools including IIM. He has been on the panel of visiting faculty for School of Vocational Education at Tata Institute of Social Sciences. He was the charter member of Professional Speakers Association of India. He is also on the advisory board of several start-ups.



What our clients say



As a part of our growth plan, we always had to evolve and update our marketing tools and our digital reach and that's when we chose Toss the Coin as our agency. Working with them has helped increase our brand appeal and visibility and they are a lively team to work with. Since then I didn't have a need to toss the coin for a change!

Sujit Singh

Executive Director, Microsense Group of Companies



TTC team helped us conceptualize and execute brand marketing initiatives and content creation at a crucial juncture in our nascent lifecycle. I relished the many interesting and creative discussions with Reshma and Jayan. Looking forward to more!

Rangarajan Vasudevan

CEO, The Data Team





It was an absolute pleasure to have worked with TTC and we appreciate the passion, creativity and more importantly the commitment to deliver the best showcased by every TTC team member involved in the project at all levels. We never had to ask for more as they never settled for less at any point of time!

Rajaganesh Subramaniam

Finance Controller & Head of Operations, Anko GCC



Team TTC is great at delivering marketing and business value to their customers. They excel with their innovative ideas and dependable project execution.

Kiran Veigas

VP – Corporate Marketing, Branding, and Communications



toss the coin



There's more about us and what we do.
Do drop by www.tossthe.co.in

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