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MEMBERS MEET

EBG × CATALYST WEB TRENDZ

AI Automation for businesses that **run** **ads to generate leads.**

An AI lead automation system for the EBG community, so no enquiry is missed, every lead is qualified and nurtured, and ad spend stops leaking.

Subsidised rates exclusively for EBG members

Ethical Business Group × Catalyst Web Trendz

Technology partner



WELCOME

Meet the team



Sanjeev Garg

Founder, Ethical
Business Group



Vaibhav Jaiswal

Founder, Catalyst
Web Trendz



Technology partner. Builds and runs the AI that captures, qualifies and nurtures every lead.

THE COLLABORATION

A done-for-you AI programme, offered first to the EBG network.

Catalyst Web Trendz brings go-to-market, onboarding and support. krid.ai builds and runs the AI engine.



EBG

Brings the community and negotiates member pricing.



Catalyst Web Trendz

Onboarding, ad-channel integration, training and account support.



krid.ai

Technology partner. Builds and operates the AI capture, qualify and nurture engine.

THE PROBLEM

Leads come in. Humans can't keep up.

Most EBG member businesses spend real money on Meta and Google ads. But every lead depends on a human team: lunch breaks, leaves, Sundays. Follow-ups slip and interested buyers go cold.

30–40%

of ad spend wasted on leads never properly worked

₹100–2,000

cost per lead on Meta and Google, paid whether you convert or not

Silent

the owner rarely notices this leakage until revenue drops

A WORKED EXAMPLE: ONE EBG MEMBER, ONE MONTH

Same ad budget. *Very different funnel.*

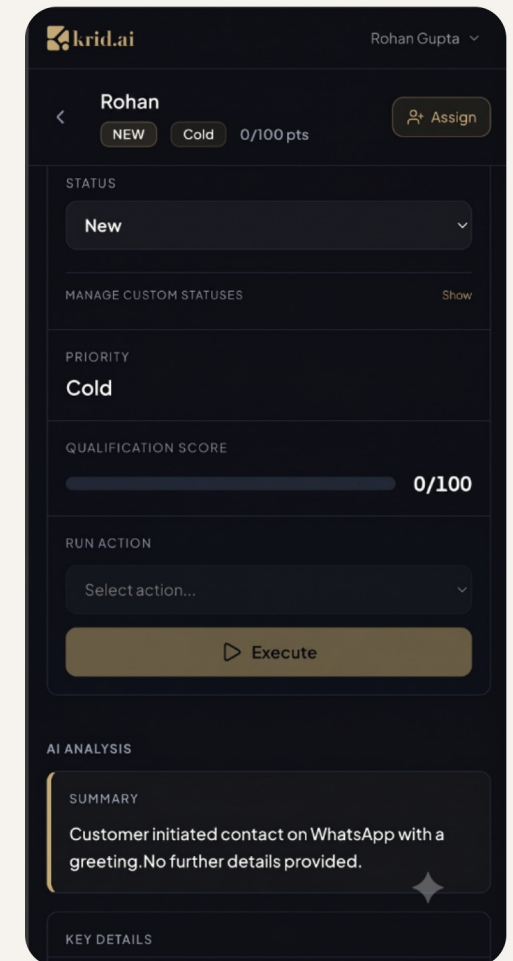
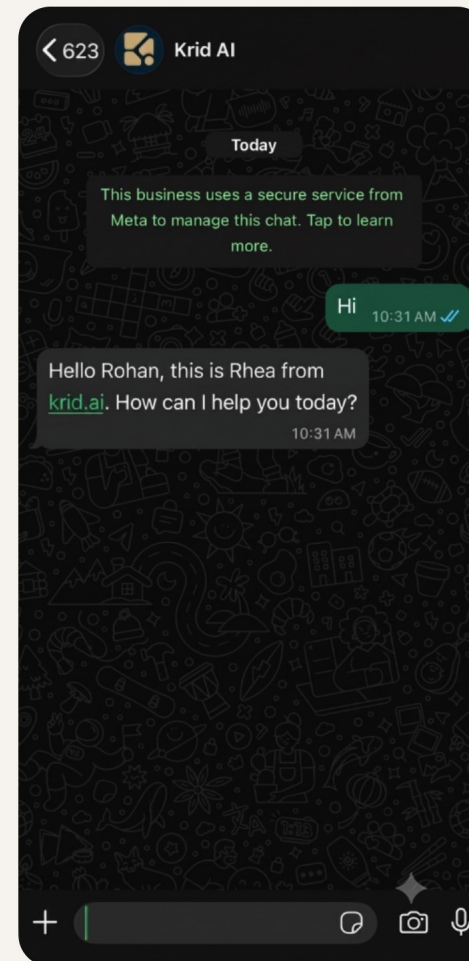
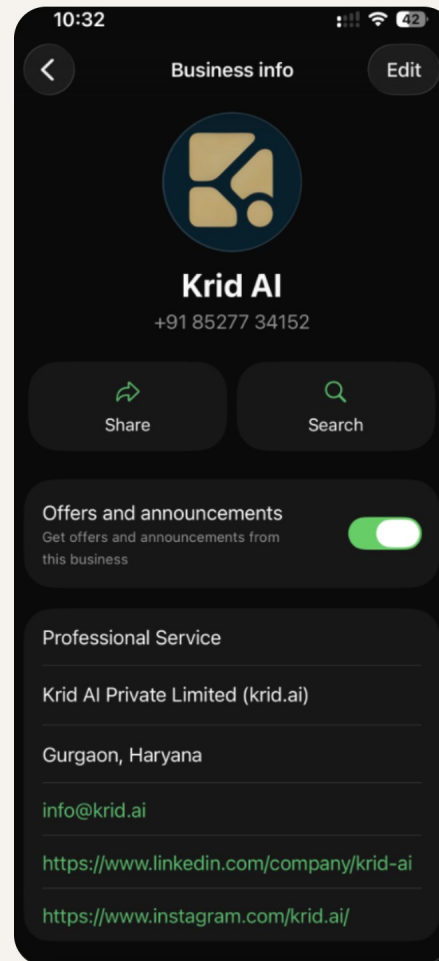
Monthly funnel	Today	With AI
Leads generated	500	500
Contacted within 5 minutes	~250 (50%)	500 (100%)
Followed up 5–7 times	~150 (60%)	500 (100%)
Qualified opportunities	~45 (30%)	~150 (30%)
Deals closed at 10%	~5	~15

Assumptions: ₹1,80,000 ad spend a month. Facebook ₹1,20,000 (400 leads at ₹300) plus Google ₹60,000 (100 leads at ₹600). Close rate held at 10% for both. Illustrative; real numbers are confirmed in your free audit.

INSTANT REPLY WITHIN
5 MINUTES

WhatsApp enquiries

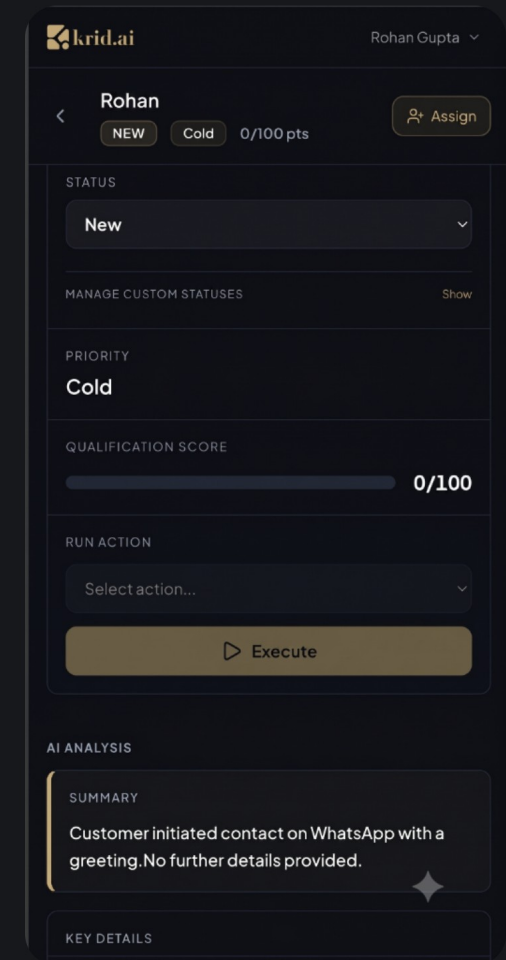
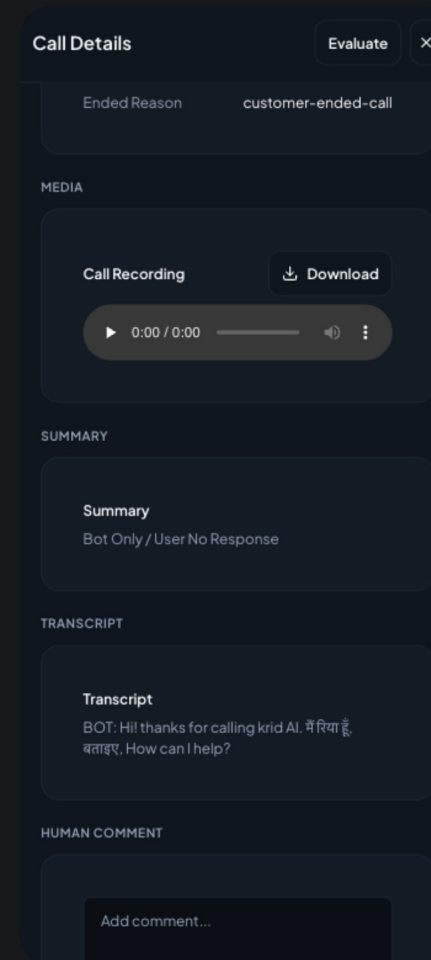
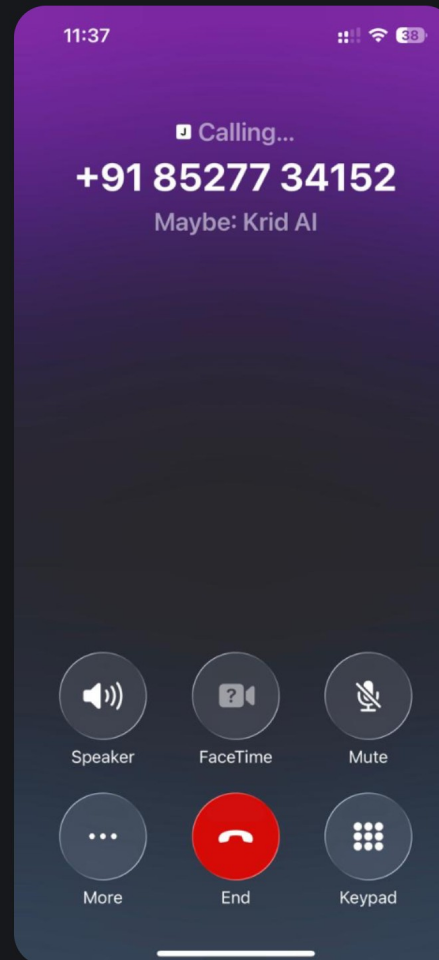
The AI replies instantly, asks pre-qualifying questions, shares the catalogue and adds the full lead detail to the CRM.



ZERO MISSED CALLS

Inbound call AI

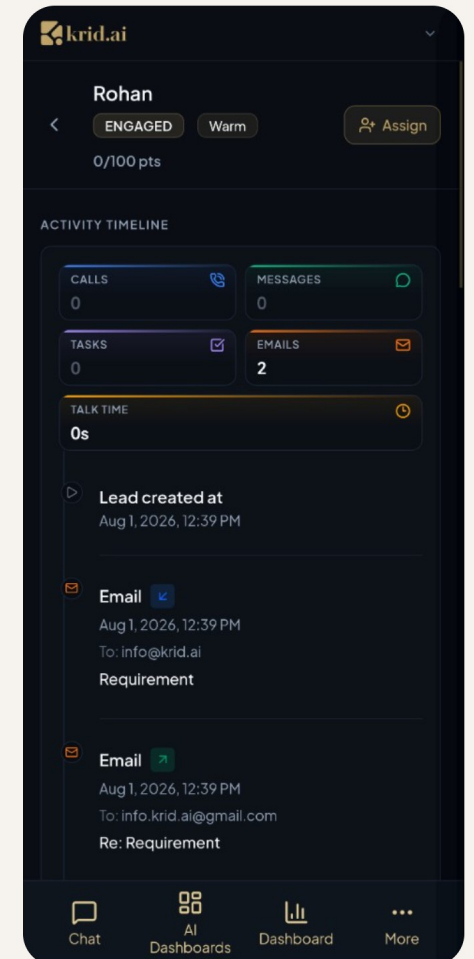
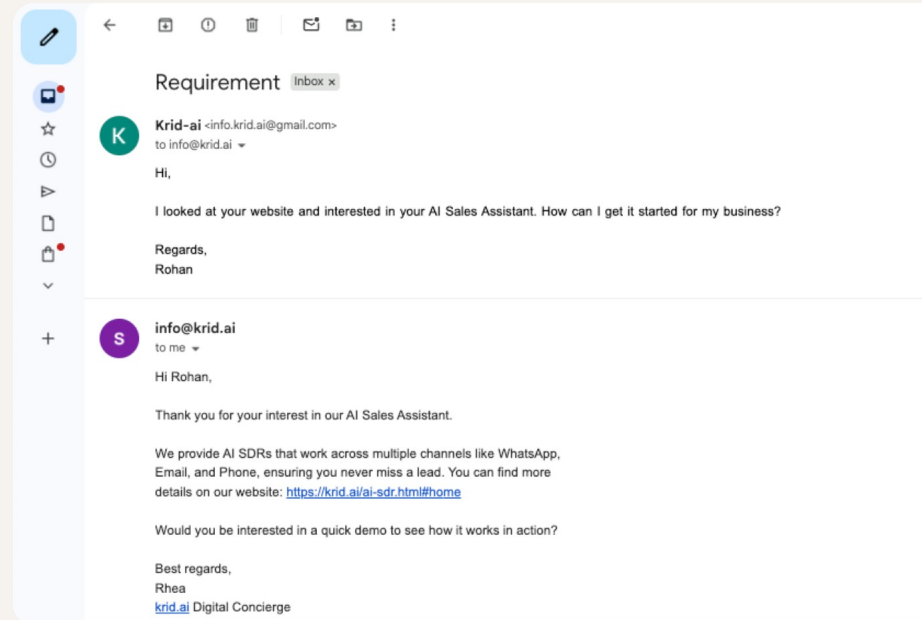
Team busy or call missed? The AI voice picks up and asks qualifying questions. Recording and transcript are saved to the CRM.



AUTOMATED ROUTING

Email and website forms

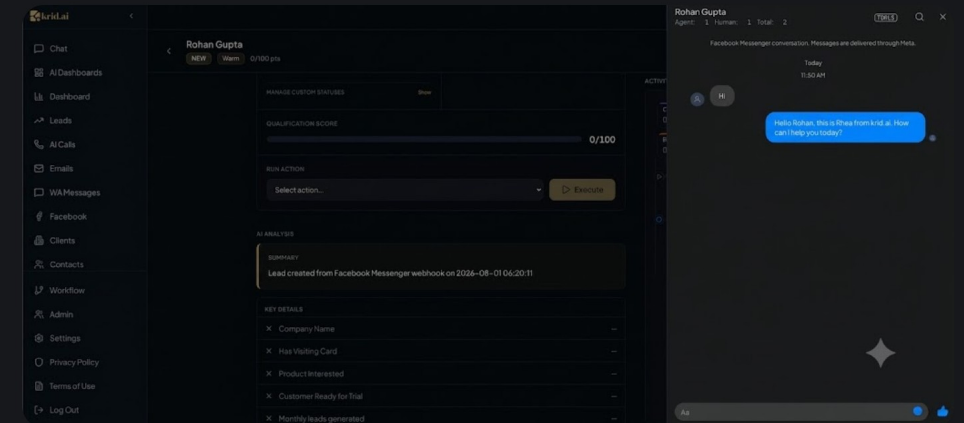
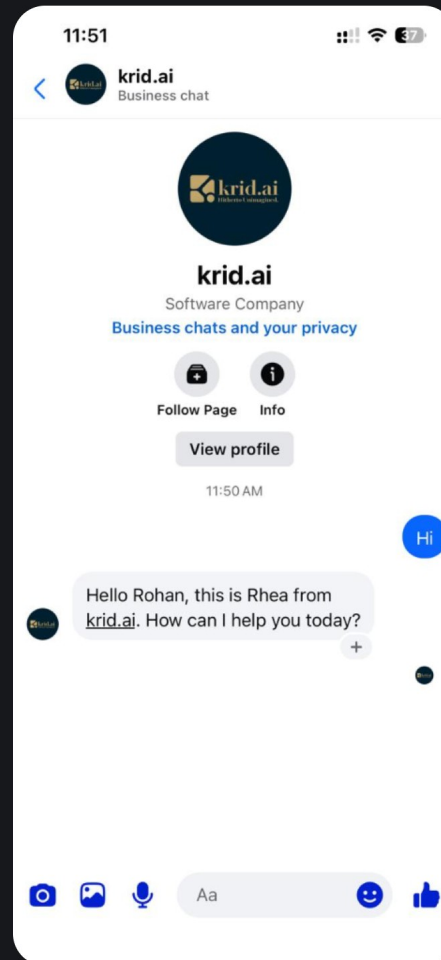
The AI parses each enquiry, creates a lead, replies instantly and alerts the right team member.



INSTANT AD CAPTURE

Facebook Messenger

People who click your Meta ad and message you land in one inbox. The AI replies with a customised playbook.



EVERY FRONT DOOR

Every channel, **one pipeline.**



WhatsApp

Chat and click-to-chat



Calls

Missed and inbound calls



Messenger

Facebook message CTA



IndiaMART

Buyer enquiries



Website

Contact page and popups



Meta Ads

Lead forms and ad CTAs



Google Ads

Lead form extensions



Email

Inbox and mailto CTAs



Justdial

Call buttons and listings



LinkedIn

InMail and connection chats



Instagram

DMs, story and bio CTAs



Visiting card

Offline scan and follow-up

THE SOLUTION: AI AUTOMATION, POWERED BY KRID.AI

Every lead captured, qualified and nurtured, 24×7.

The AI replies instantly, asks the right questions and follows up on schedule. Your team only talks to genuinely interested buyers.

1. Capture

WhatsApp, calls, Messenger, Instagram, email, web forms, Meta and Google lead ads in one pipeline.

2. Qualify

Replies within minutes, asks qualifying questions, scores intent and books meetings.

3. Nurture

Disciplined multi-touch follow-ups over days and weeks. No lead goes cold.

LIVE CUSTOMERS

Already running on krid.ai across industries.

60k+ leads · 43k+ WhatsApp messages · 26k+ emails · 30k+ calling minutes



USE CASES FROM LIVE CUSTOMERS

One engine, **many industries.**



Automotive Jaguar Land Rover

Bulk-uploaded leads follow a fixed journey: three WhatsApp templates, then up to three AI follow-up calls, until the lead engages.



Real estate Property enquiries

AI fluent in Hindi, English and Hinglish answers property enquiries instantly. A US study found 47% of online property enquiries get no reply at all.



Webinars and events Tajurba

Registrations from ads and forms flow in automatically. WhatsApp and AI calls qualify each lead and answer programme questions from a knowledge base of about 50 answers.



Manufacturing Mitzvah, Auto Die Cast India

Mitzvah: 8,500+ leads handled in 8 months across forms, ads, WhatsApp, calls and exhibition cards. Zero leads lost.

USE CASES FROM LIVE CUSTOMERS

And many more workflows.



E-commerce Craftslane, Puneet Gems

“We have received many bulk orders with the help of our AI Agent and this was exactly the objective when we signed up.” Nishi Gopal, CraftsLane. Puneet Gems runs a WhatsApp agent for gemstone and Rudraksha enquiries.



Recruitment ANG

Candidate records managed in Zoho Recruit alongside krid.ai lead handling.



Expo Agent Trade-show exhibitors

Photograph a visiting card on WhatsApp. The contact is saved, a voice note adds context, and a WhatsApp and email follow-up go out automatically.



Hospitality and more Hotelivate and others

Hotelivate, Securex, Technocraft, Sai Roses, Stone Oasis and many more. Same engine, tuned to each business's playbook.

EBG MEMBER OFFER: EXCLUSIVE TO THE COMMUNITY

Subsidised rates for **every EBG member.**



Full done-for-you setup

Channel integration, AI configuration and CRM, handled for you.



Member pricing

Negotiated EBG rate, well below standard pricing, plus priority onboarding.



Free lead-leakage audit

We show your exact monthly loss in real numbers before you commit.



Performance-backed

If it doesn't perform as promised, you don't keep paying. No fine print.

NEXT STEPS: BOOK YOUR FREE LEAD AUDIT

See how much of your ad spend is leaking every month.

A 30-minute discovery call with the Catalyst Web Trendz team. We map your enquiry channels, find the leakage points and show the monthly loss in exact numbers.

✓ Free lead-leakage audit ✓ ROI projection on your numbers ✓ EBG member pricing

Talk to Catalyst Web Trendz