



ADVERTISING BUSINESS SERVICES

End-to-End Process for
Advertising & Business
Services (Service Provider)



COMPANY FORMATION / REGISTRATION

- **Options:** Proprietorship / Partnership / LLP / Private Limited Company
- **Documents :** Required: Aadhar Card, PAN Card, Passport size photos, Address proof (electricity bill/rent agreement), Business name options
- **Recommended:** Private Limited Company / LLP for long-term growth

BASIC BUSINESS LICENSES

01

GST Registration

For billing and tax compliance

02

MSME/Udyam Registration

Small business benefits

03

Shops & Establishment Act Registration

(if required in your state)

04

Professional Tax

IPR (Intellectual Property Rights)

- Trademark Registration –
Protect your brand name/logo
- Copyright – For ad creatives,
jingles, scripts, digital content
 - **Patent**

SYSTEM CERTIFICATIONS

ISO 9001

- Quality Management



ISO 27001

- Data Security (important for ad agencies handling client data)

ISO 14001 / SA 8000

- Social Responsibility (optional)

EMPLOYEE COMPLIANCE



SOCIAL COMPLIANCE

POSH Policy

(Prevention of Sexual Harassment) mandatory for service sector

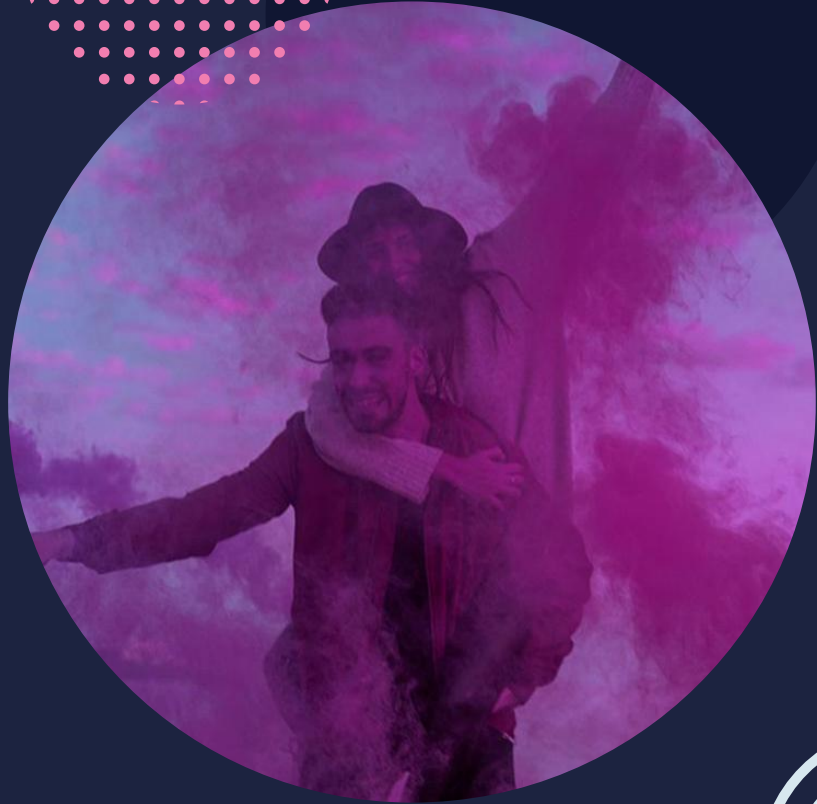
CSR Policy

(if turnover crosses limit)

Equal Employment, Non-Discrimination policies

TECHNICAL SETUP

- - Website Development – Corporate site with services, portfolio, contact form
- - ERP/CRM Software – For managing client projects, billing, HR
- - Digital Marketing Tools – SEO, Google Ads, Meta Ads, Analytics
- - QR Code – For business cards, payment links, brochures





TRAINING & CONSULTANCY

- Digital Marketing Training – SEO, SMM, PPC
 - Client Servicing & Communication Training
 - System Certification Consultancy – For ISO, IPR, EPF/ESIC setup
 - Compliance Consultancy – Labour law, taxation, data protection
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BANKING & FINANCE SETUP

Current Account in company name

Business credit card / overdraft facility

Accounting software (Tally, Zoho,
QuickBooks)

DOCUMENT CHECKLIST



- Aadhar, PAN of owners/directors
- – Passport photos
- – Office address proof (rent agreement/utility bill)
- – Company Name options
- – MOA & AOA (for Pvt Ltd/LLP)
- – Digital Signature (DSC) & Director Identification (DIN)
- – GST docs – PAN, Bank details, Address proof
- – Trademark docs – Logo, brand name
- – ESIC/EPF docs – Employee details, salary sheet
- – Website content – Profile, services, contact details

THANKS

Do you have any questions?

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