NITIK IDEAS

BY NITIKSHAM · AN IDEA DRIVEN AGENCY

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A New Chapter — A new website, a new product, and 27 November

November 2026: the new nitiksham.com is live, meet Nitik Leads, and a look ahead to our exhibition this month on 27 November — from NITIK IDEAS by Nitiksham.

A new nitiksham.com

Our website has been rebuilt from the ground up. The new nitiksham.com is live — a fresh design, clearer pages, and a new blog where we will share ideas, guides, and updates from our work.

Why rebuild? A website should grow with the business it represents. Ours had grown a great deal this year — new services, new software products, new stories to tell — and the old site no longer showed the full picture. The rebuild brings everything together in one place, designed to be clear, fast, and easy to explore.

What is new	What it means for you
A fresh design	The site is clearer, faster, and easier to use on any device
Clearer service pages	Every service explained plainly, with the work to back it up
A new blog	Regular ideas and guides on marketing, design, and software
Our products, in one place	Nitik Stock-Desk, Nitik HR Management, and Nitik Leads, easy to find

The blog is the part we are most excited about. Alongside it, NITIK IDEAS — our monthly newsletter — is where we will keep sharing what we learn — practical, plain-words writing about marketing, branding, websites, and software. No jargon, no filler, just ideas that are useful the day you read them.

A website is never really finished, and this one is no exception. We will keep improving it, adding to it, and learning from how people use it. But for now, we are proud to show it to the world — and we would love to know what you think.

Visit the new site at nitiksham.com.

Meet Nitik Leads

Nitik Leads is our newest product — a tool that turns Google business listings into a lead list. If your business finds customers by reaching out to other businesses, it was built for you.

The problem it solves. Finding new customers starts with finding the right businesses to contact. That usually means hours of searching, copying details into spreadsheets, and trying to keep the list organised. It is slow, repetitive work — and it takes time away from the conversations that actually win business.

How it works. Nitik Leads takes Google business listings — the businesses already listed and visible online — and turns them into a clean, organised lead list. Instead of starting from a blank spreadsheet, you start from real businesses, with the details you need to reach out. The hours spent searching become minutes, and the time saved goes into the work that matters: talking to people.

Who it is for. Any business that finds customers by reaching out — agencies, suppliers, service providers, and sales teams of any size. If your growth depends on finding the right businesses to talk to, Nitik Leads gives you a head start.

Why we built it. We build tools for real workflows, and this is a workflow we know well. Finding leads is the first step of growing a business, and it should not be the hardest one. Nitik Leads makes the first step simple, so the rest of the work can begin.

You can see Nitik Leads at leads.nitiksham.com.

See you on 27 November

Later this month, we will be at an exhibition — and we would love to see you there. On 27 November 2026, our team will be on the ground, meeting people, showing our work, and talking about what we do.

Why we go. Exhibitions are where business happens face to face. A website can show what we do, but a conversation shows how we think. Meeting people in person — hearing about their businesses, answering their questions, and learning what they need — is something no screen can replace.

What makes a good exhibition visit? If you are planning to visit, a little preparation goes a long way:

- **Know who you want to meet.** Look at the exhibitor list in advance and note the stalls that matter to you.
- **Bring your questions.** Exhibitions are the best place to ask the questions that a website cannot answer.
- **Take your time.** The most useful conversations are rarely the rushed ones. Give yourself time to stop, look, and talk.
- **Follow up afterwards.** The exhibition is the beginning of a conversation, not the end of it. The businesses that follow up are the ones that turn a meeting into a relationship.

We will share more about the exhibition — and what we take away from it — in a future issue. For now, if you are planning to be there, come and find us. We would love to meet you, hear about your business, and talk about what we could build together.

Here are the questions we hear most often about our new website, our new product, and the month ahead.

FAQ

What is new on nitiksham.com?

The website has been rebuilt with a fresh design, clearer service pages, and a new blog where we share ideas and guides on marketing, design, and software. Our products — Nitik Stock-Desk, Nitik HR Management, and Nitik Leads — are all easy to find in one place.

What is Nitik Leads?

Nitik Leads is a tool that turns Google business listings into a lead list, built by Nitiksham. It helps businesses find the right companies to reach out to, without hours of manual searching. You can find it at leads.nitiksham.com.

What is happening on 27 November?

We will be at an exhibition later this month, on 27 November 2026. We will share more about it — and what we take away from it — in a future issue of NITIK IDEAS.

Looking ahead to December. The year is nearly over, and December brings a natural moment to look back: ten issues of NITIK IDEAS, two exhibitions, two new software products, a new lead tool, and a brand-new website. We will take stock in the next issue — and look ahead to what comes next.

Thank you.

New chapter. Same idea: work that works.

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