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LS Digital Expands into the USA Market with New Joint Venture, '.fear-LS', in Partnership with .fearless

New Partnership Provides Businesses with a Comprehensive Solution to Help Solve Digital Business Challenges and Achieve a More Effective Digital Presence.

.fear-LS collaboration marks a significant milestone in LS Digital's global growth strategy

India, September 3rd, 2024 - [LS Digital](#), India's leading integrated Digital Business Transformation (DBT) company, today announced a new partnership with [.fearless](#), a leading marketing consultancy in USA, to launch [.fear-LS](#). This joint venture aims to leverage the strengths of both the companies to solve the industry pain point of digital friction; an operational disconnect within the customer journey, and help businesses optimize their current systems and processes, significantly drive growth, and increase return on investment.

Many companies in the USA face digital friction, struggling to meet customer expectations and maximize revenue due to challenges within their systems. fear-LS addresses these issues by helping businesses across industries better understand their existing systems, identify underperforming areas, and implement strategies to streamline operations and enhance success. The U.S. market, known for its large-scale operations and a blend of traditional practices with openness to innovation, presents unique challenges and opportunities. With the rapid growth of the DBT category, LS Digital is poised to leverage this momentum to drive business success in this dynamic landscape.

The US market has been an early adopter of digital technologies, leading to robust foundational operations. This also presents challenges in integrating newer technologies to their legacy systems. "Technology has dramatically transformed the customer journey, leading to a significant rise in customer interactions with brands. However, digital friction within existing systems often drives customers away." said **Mike Head from .fearless**. LS Digital's well-established 6-pillar DBT framework, is uniquely positioned to deliver significant value to future-focused businesses. .fear-LS stands out in the market with differentiated services and in-house credibility to meet evolving customer needs. Speaking on this JV, **Mike** further added, "We are excited to partner with LS Digital, a leader in digital business transformation. Together, we will combine our unique insights and resources to help businesses create a seamless, results-driven digital presence that not only meets but exceeds customer expectations."

[77% of businesses](#) today say that consumer expectations have increased in the last year, but if companies have digital friction between their systems, they will be unable to meet increased expectations. By providing a comprehensive suite of services, .fear-LS provides companies with



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a roadmap to optimize and leverage digital processes and the executional capabilities for business transformation and increased return on investment.

There is a worldwide surge in companies embracing digital business transformation to eliminate friction and fuel growth. "Our focus is on delivering a product and service mix that stands out in the market. We build trust by connecting with the right customers and gaining a deep understanding of the new digital landscape, rather than just chasing revenue." said **Prasad Shejale, Founder and CEO of LS Digital**. Commenting on LS Digital's global expansion, **Prasad** added, "Partnering with .fearless, a leader in marketing consultancy and industry veterans in the US market, aligns perfectly with our global ambitions. Through this joint venture, we are excited to bring our innovative DBT model, developed in India, for the world. Under the banner of .fear-LS, this partnership offers American businesses cutting-edge solutions to overcome digital friction and achieve sustainable growth."

.fear-LS is headquartered in New York, with resources to service a wide geographical area including Colorado, Connecticut and the Canadian market. With a strong presence on the West Coast, .fear-LS is well-positioned to cover a diverse range of markets across North America.

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About .fear-LS

fear-LS is a digital business transformation consultancy. Combining strategy and implementation we help businesses overcome digital friction and achieve a more productive, results-driven and effective presence. By bridging the gap in the customer journey, .fear-LS streamlines operations, enhances customer experience, and boosts growth and ROI. With a team of over 1,200 experts from five global companies - LS Digital, .fearless, Langoor, f1studioz, and Social Panga, .fear-LS provides a comprehensive suite of services to drive business success.

For more information about fear-LS, please visit <https://fear-ls.com/>.



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About .fearless

fearless has provided Media, Strategy and Creative services across a broad cross section of industries since 2010. Their unparalleled expertise from the client and agency perspective has helped businesses drive growth based on insight, tailored strategies and integrated execution.

About LS Digital

LS Digital is a leading independent Digital Business Transformation (DBT) company, integrating the expertise of four innovative entities: LS Digital, Langoor, f1studioz, and Social Panga. Our comprehensive suite of services encompasses business consulting, activation, and transformation through a robust DBT solutions framework; Media, Creative & Communication, Data & Insights, Technology & Innovation, UI/UX and CX/EX. Leveraging digital as a catalyst, we enable brands to holistically develop their businesses across various platforms, ensuring exceptional brand experiences in a digital-first world.