

Showcased by Oracle Corp. as an  
innovative company at



Red Herring Asia Award Winners



**Red Herring Asia Award Winner.**

Founded in 2010, offices in Gurgaon (New Delhi) & Jaipur (India) and Kent (U.K.)

Mobile Applications & Platforms for Internet and Media Companies, Telcos & Handset Manufacturers

**Oracle selected ISV from India for Mobile World Congress, Barcelona and JavaOne Hyderabad.**

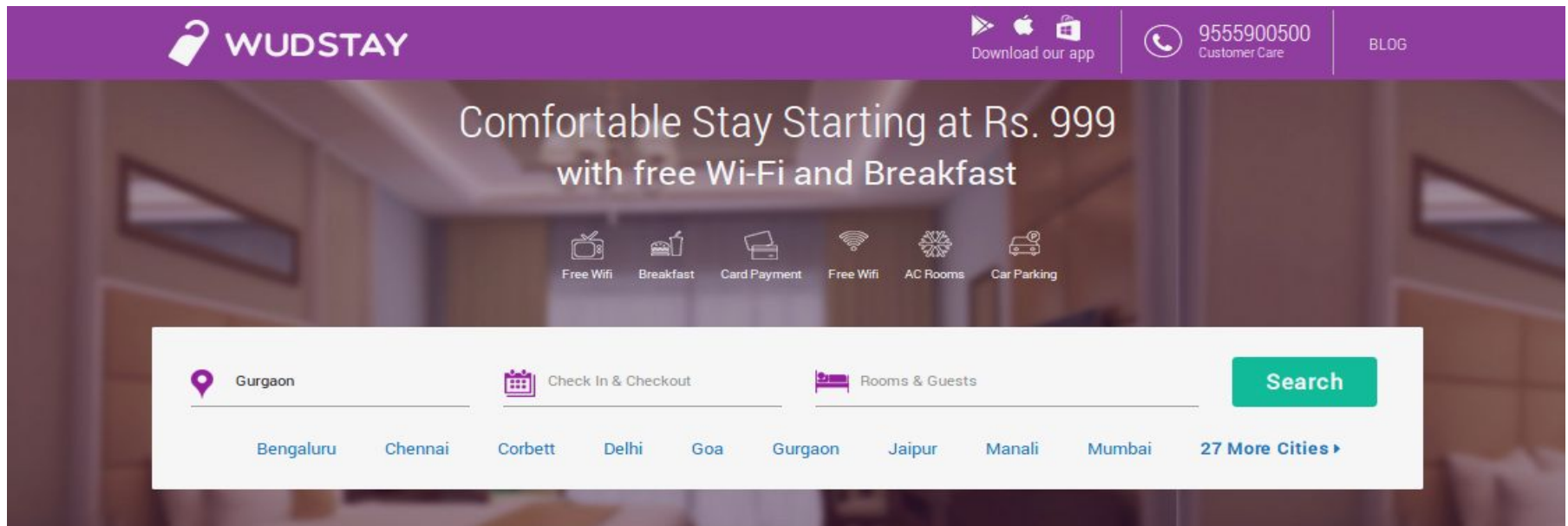
Leading partner for handset manufacturers.

## Platform Capabilities



India's one of top 3 Budget room aggregators.

WudStay provides standardised and branded rooms to corporate and leisure travellers. Queppelin did the Web, complete backend, mobile apps for Android, iOS and Windows.

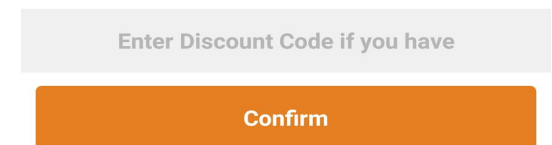
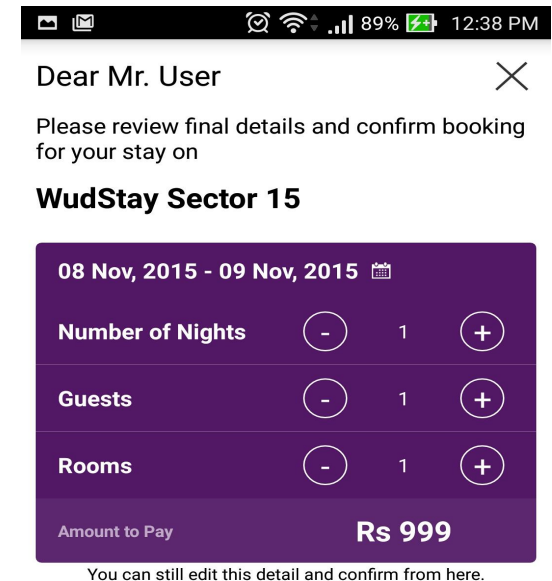
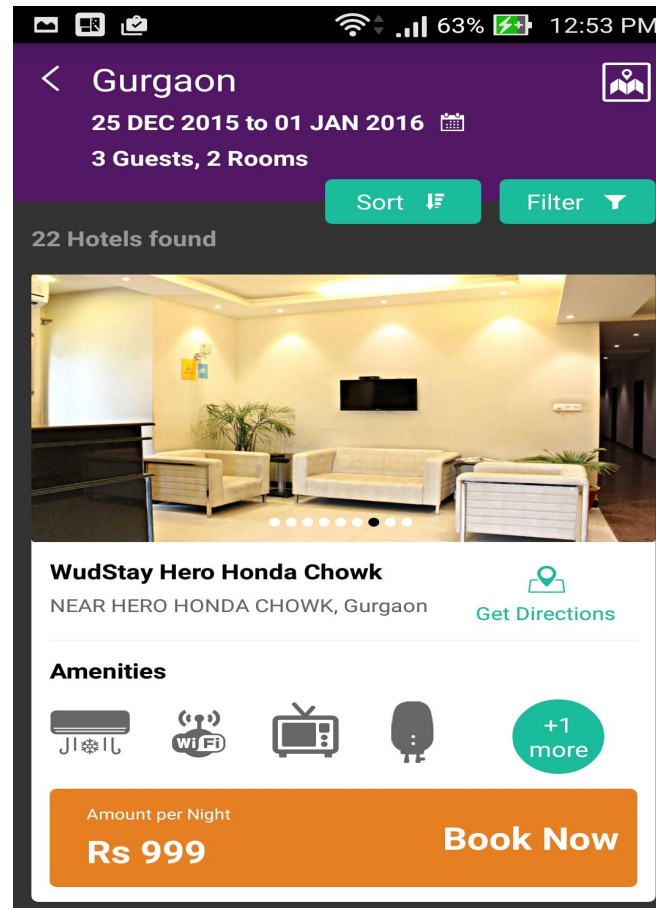
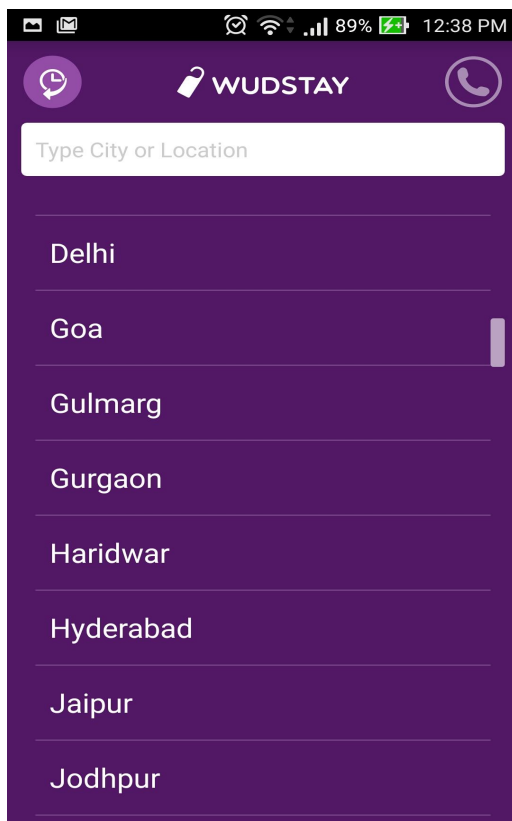


## Offers & Deals



Mobile apps have received fantastic response from the developer community as well as users.

Partnered with Microsoft for Windows phone app.



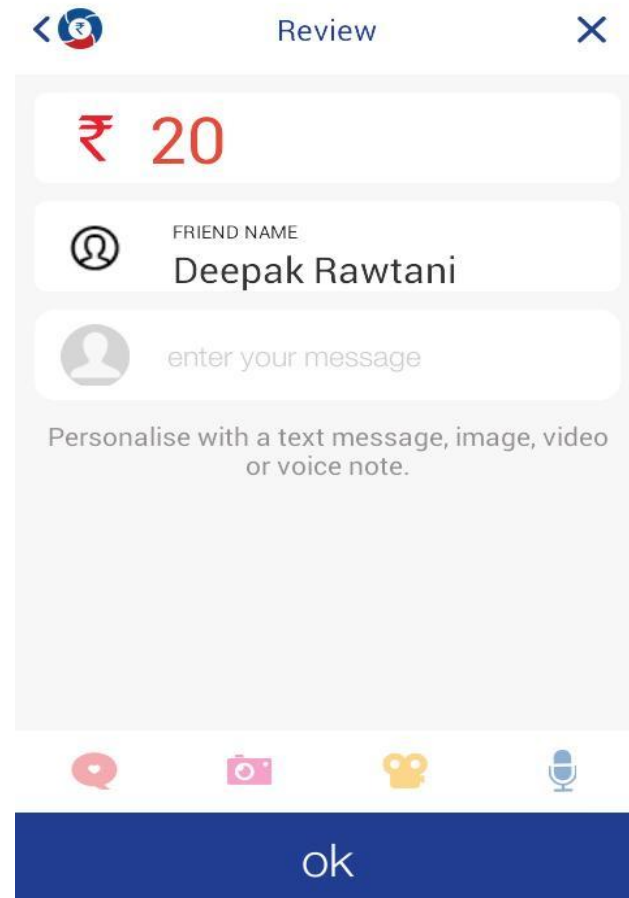
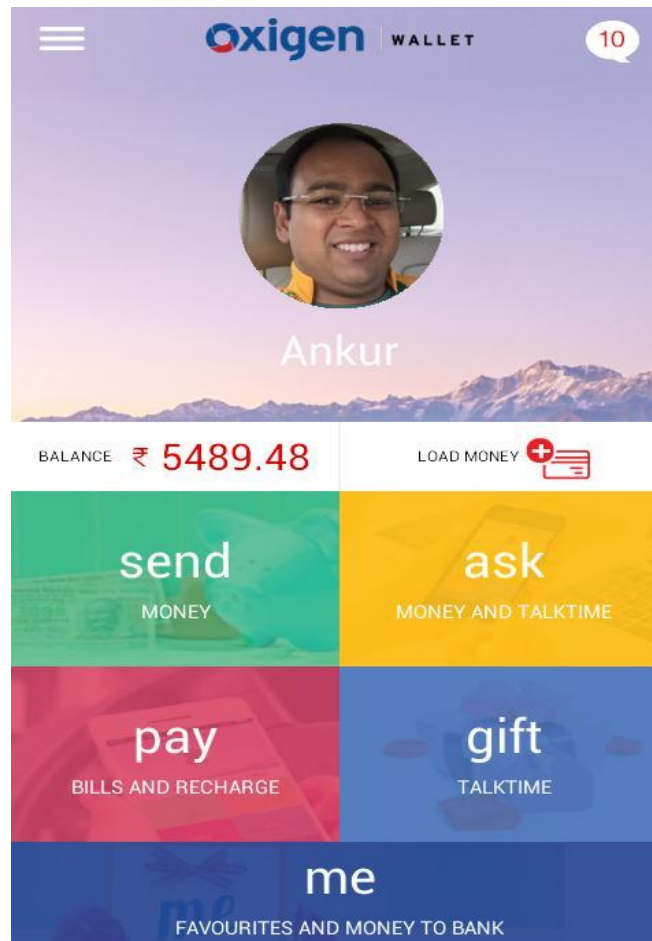
Oxygen Wallet is India's #1 App for Money Transfer, Mobile Recharge, DTH Recharge and Bill Payments.



**oxygen** | WALLET

socially linked by **fastacash**

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## About Us



## Industries



## Solutions &amp; Services



## Group Companies



## Investor Relations



## CSR



## Achievements



## Locations



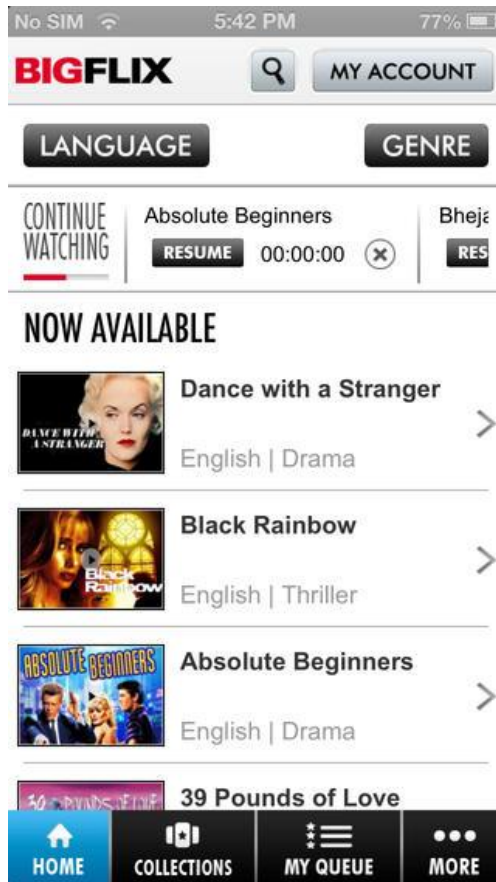
## Case Studies



# Queppelin iPhone and iPad Movie streaming app for Reliance

RELIANCE

BIGFLIX



iOS apps for the leading movie streaming service from Reliance which is the largest Indian company (\$50 billion).

# Queppelin India's Largest Movie Streaming service from Times Group



UNLIMITED  
STREAMING

ANYWHERE  
ANYTIME

CANCEL  
ANYTIME

[Subscribe Now!](#)

First of its kind movies on mobile service in India from the country's largest digital company.





Official Facebook binary xml apps for wap push helping in tremendous user growth for Facebook. Android, Blackberry, J2ME.



Official TOI apps for Java mobiles. Targeting million plus downloads in first three months.



WebDav server document management app for pre embedding on KDDI handsets (Japan). Android

# Queppelin Rajasthan Patrika (2<sup>nd</sup> largest media publication in India)



Rajasthan Patrika mobile apps on all mobile platforms

# Queppelin Large Healthcare Implementation on Mobile/Tablet/Web



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## International Consultations

- > Contact and consult top specialists in india for daignosis and treatment
- > Connect with hospitals in india for surgery and consultaoin

● LIVE

## What's happening now

We're developing our web platform and undergoing technical trials to assure best services. Also empanelling the best of specialists to serve our patients.

*Organisation*

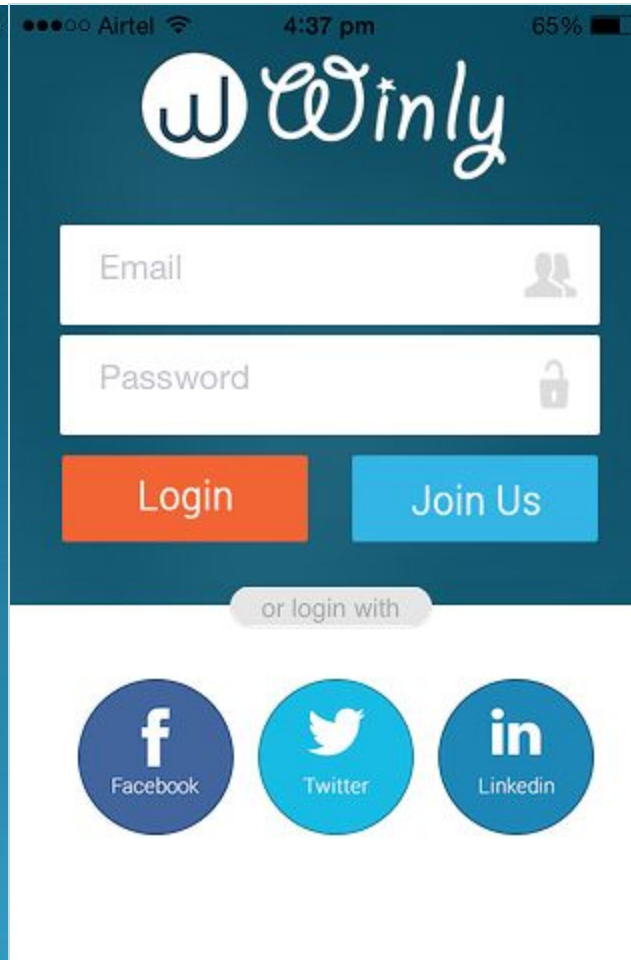
# PURPOSE

Facilitate patients and doctors to connect – get treated remotely and on the web. Transform primary healthcare globally!

India's largest Remote Diagnostic platform with labs across 4 countries.



# Queppelin Winly - Hailed by American Express



iOS app for Entrepreneurs.



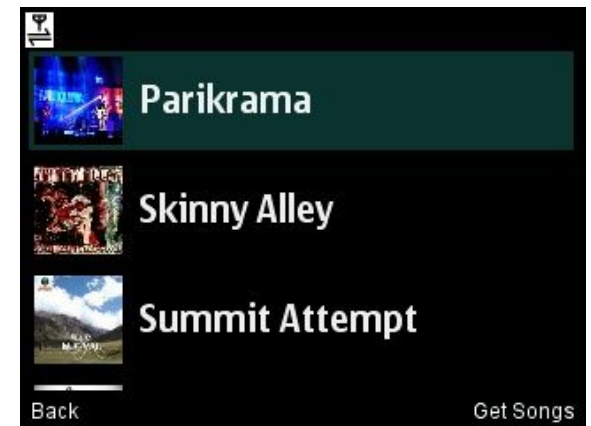
Tremendously successful and highly acclaimed Gaana.com mobile apps for Times of India

Mobile apps using Queppelin's award winning mobile audio/video streaming platform



# ZEPHYR

## Mobile Music Streaming



**Streaming Platform & Encoding product** which has been selected as the innovative ISV technology by Oracle Corp.

# MyCityWay City Guide for Locals

MyCityWay City Guide for Locals is a FREE, location-aware, personalized city guide covering 30+ essential categories. It provides instant access to everything that's happening around you, in real-time, with just the tap of a tile.



Highly successful Save The Tiger game for Aircel.



Games app for one of India's leading social networks.





MICRA

Color

Models

Accessories

User

SHIFT the way you move



# Queppelin Select Marquee Clients – Global Scale



facebook



NOKIA



Showcased by **ORACLE** at MWC 2011

Queppelin clients are very large corporations which are everyday household names in their respective industries, at international scale



## Satyan Gajwani, CEO Times Internet (Times Group) says

From: sgajwani@gmail.com on behalf of Satyan Gajwani [satyan.gajwani@timesgroup.com]  
To: Nitish Pandey  
Cc: Hitesh Rawtani; Avinash Mudaliar; Alok Ranjan Mohanty; Gitam Singh Kaystha; Ashok Gautam; Smrithi Bose; Kedar Sastry; Nigel Eccleston; Prafulla Mathur;  
Subject: Re: Gaana Blackberry and J2ME-launch readiness

in case its unclear, he means you guys have done a good job :)

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Satyan Gajwani  
CEO, Times Internet Limited  
Email: [satyan.gajwani@timesgroup.com](mailto:satyan.gajwani@timesgroup.com)

On Wed, Jan 16, 2013 at 4:06 AM, Nitish Pandey <[Nitish.Pandey@indiatimes.co.in](mailto:Nitish.Pandey@indiatimes.co.in)> wrote:

No not at all Hitesh.

You guys have been very fastidious and shown an indefatigable spirit.

Have a great day.

Regards,

---

Shachin Bharadwaj, Founder & CEO TastyKhana (leading mobile/online food ordering company ) says

### Windows App - Wow!

Shachin TK [shachin@tastykhana.com]

To: Prafulla Mathur; Tejas Samarth; Hitesh Rawtani

Cc: Sheldon

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I just tested the windows app and the first feel is wow! The screen layout, transitions, color scheme, look and feel is AMAZING!

There are some bugs and feedback that we have, will consolidate all and send across the same. But wanted to appreciate your team for great work done on the first release!

Regards

Shachin Bharadwaj

Founder and CEO – TastyKhana

[www.tastykhana.in](http://www.tastykhana.in) – Want to order food?

Publication: The Economic Times Delhi; Date: Jun 14, 2013; Section: Power Of Ideas; Page: 18;

# The Right 'App'titude for Enterprises

Queppelin is attempting to be the mobile application partner and consultant to enterprises large and small

## Dialling it Right

Queppelin Technology Solutions

**FOUNDED IN :**  
2010

**FOUNDER :**  
Prafulla Mathur



### WHAT IT DOES :

Develops mobile applications for corporate clients and helps clients build apps on top of its various mobile platforms. It has started providing mobile app strategy and consulting services to clients, especially to startups



**INVESTMENT :**  
It has raised two rounds of angel funding

**TOP CLIENTS :**  
Facebook, Times of India, Make My Trip, Ibibo, Nokia, Samsung, Etisalat

## Starship Enterprise

**RADHIKA P NAIR**

In 2011, when telecom operator Aircel wanted to launch a digital campaign for its "Save Our Tigers" initiative, it turned to a little-known, Jaipur-based mobile application startup. The firm—Queppelin Technology Solutions—came up with the idea to create a game for mobile phones, where users would get rewards saving tigers.

The game had a million downloads within three months of its launch.

"I give a lot of credit to Queppelin for the success of the game," says Arvinder Singh Gujral, a general manager at Aircel. "The game provided awareness about the problems surrounding tiger conservation in India, while providing entertainment at the same time."

India's large mobile market has given many startups an opportunity to make it big in the mobile apps sphere. Queppelin's 30-year-old founder, Prafulla Mathur, too, was lured by it. Mathur, who had previously worked on technology projects at Lehman Brothers and Halifax Bank of Scotland in London, returned to India about three years ago.

"I always wanted to start a venture and mobility was what excited me the most," says Mathur, who grew up in Jaipur. He chose the pink city as the base for his startup. The timing was also right as cheaper handsets, 3G

technology and mobile payment solutions were coming up in the country. "My hypothesis was that if I can start a company in the space and be there right at the inflection point it will work."

He launched the company in mid-2010 and later that year raised an undisclosed amount of angel funding.

Mathur decided to take a platform approach, where a company builds mobile platforms for various industries. The company would later customise them for clients. Its first successful product

was a mobile music streaming platform, which was showcased at the Mobile World Congress in Barcelona in 2011.

It has also built a mobile commerce platform and a mobile-based sales application. Since 2011, the company has developed mobile solutions for clients such as Facebook, Times of India, Nokia, Samsung, Make My Trip and Ibibo. The company also raised another undisclosed amount of angel funding that year.

Like Queppelin, a number of mobile app developers like Robosoft Technologies and Sourcebits are focusing on the large enterprise market. A study by research firm Gartner states that enterprise apps will generate \$40 billion (about ₹2.3 lakh crore) in sales for developers by 2016.

But app developers need to go up the mobile app value chain to fully leverage this opportunity, say clients. "For

a mobile app development company to grow and be relevant, it needs to bring insights and value to the client and not just follow a client brief to develop a product," says Aircel's Gujral. Queppelin is attempting to do that by getting involved at the strategy stage and helping with distribution of the apps as well.

Such services, Mathur says, allow him to charge a premium. Typically, the company charges up to ₹20 lakh from startups and the fee can go up for large enterprises depending on the scope of work. Mathur, who is targeting \$3 million (about ₹17 crore) in revenue next fiscal, admits that it is mostly fellow startups that opt for this end-to-end solutions package.

Earlier this year, the company started working with healthcare startup iClinic Healthcare, a company that connects health specialists remotely with patients. Queppelin is building the back-end IT platform that will allow patients to virtually interact with doctors, have video chats with them and send digital reports.

"We did the pilots last week and the quality of interaction on the platform is very good," says Sanjoy Mukerji, founder of iClinic and former chief commercial officer of Vodafone India. "They think with you and participate in the entire process," says Mukerji, who is getting the Queppelin team to develop the website and the mobile platform as well. The challenge now for Queppelin is to get large corporates to also opt for such end-to-end services.

radhika.nair@timesgroup.com

**Considered as opinion leader in the world of Mobile Software.  
Widely covered by mainstream media**

**THE ECONOMIC TIMES**



**Business Standard**

Considered as opinion leader in the world of Mobile Software.  
Widely covered by mainstream media

Thank You