

Codebrew Labs

2018
Company Profile

Optimism,
Pessimism
Fuck th
We're going
to make it



Life
is not
Fair

A Glimpse into Our world

Code Brew Labs is a technological firm that provides powerful assistance in every business-oriented aspect :

- Inception of a business/start-up for industry based vertical disruption.
- Rejuvenation of an existing enterprise-level business.
- Injecting technological assets to benefit SMB's and enterprises that face stagnation.
- Normative tech concerns like: Web development, mobile application development, software development and IT consulting.



200+
Developers



100+
Global Clients



300+
Mobile Apps



Our Vision

To be a company that understands the needs of every business, while rejuvenating ventures all over the world with powerful and innovative technological solutions in order to enable industrial disruption in every sector.

Our Mission

The company's mission is to be one of the most reputed and influential technological firms. We aim to establish a nexus of satisfied, impressed clients from all over the world with our professionalism, technical superiority, dedication and a creative bent of mind.

We engineer **disruptions** through ideas

30M

App Downloads

\$60M

Funds Raised

300+

Apps Live



BetterButter

Betterbutter is an incredible, ever expanding database online to discover the sheer variety of food recipes found and made in Indian homes today. We bring this delicious discovery to mobile platforms, and over 500,000 users are discovering the magic today.

1M

Downloads

250K

Fundings Raised

4.6

Avg. Ratings

10M **Undisclosed** **4.6**

Downloads

Fundings Raised

Avg. Ratings

Bobble Keyboard

Bobble Keyboard is one of the most interactive interfaces for today's text-heavy virtual landscape. Over 5 million happy users seem to agree with us – as they seamlessly text the way they want to, and in the language of their choosing.



The Code Brew Edge

a Allurive

Other companies may need to outsource their design needs, compromising the security of your idea, and the quality of execution – but not us. We present to you our workhouse for beauty and functionality combined: Allurive Studios. Our in-house design suite helps us craft beautiful apps with sticky, revenue generating surfaces so that we create the best experience possible for the user.



Success, for ideas, is rarely based on probabilities. How can we predict success, then? Through data, of course – and we crunch a lot of it to make sure your idea soars through the clutter of other ideas. While other companies source this offering elsewhere, we have Retainlytics: it helps your idea go viral with the help of data on user behavior, and campaign performance – carefully analyzed and converted into strategy for your marketing and design.

Retainlytics



We are Featured In



YAHOO!
FINANCE

Yahoo Finance -
As the
leading app
development
companies firms in
India.

Linked in

As the top
3 mobile app
development
companies in
India.

10 BestDesign

As one of the top
design
firms in the world

7 LABS

As one of the
top mobile
app development
firms in
the world.

Clutch
FIRMS THAT DELIVER

As one of the top
rated
mobile app
development
firms in the world

Our Premium Clients



and their success stories...

Clikat · finance.yahoo · businesswire · pymnts
BetterButter · franchiseindia · yourstory
PMMT · vccircle · thehindubusinessline



Founded in 1996, Red Entertainment (a KGT Group company) is a leading distributor and marketer of entertainment products in the Middle East for many of the world's leading brands in interactive entertainment, toys, and merchandise.

Our Solution :

We built a digital mobile based solution to establish touchpoints right from the retail front end to gaming experiences of a customer. Over 1 million product units are hosted on the platform with daily interactions between customers and platform over 5000 sessions.



The Chalhoub Group has been the leading partner for luxury across the Middle East since 1955. The Chalhoub group has a growing workforce of more than 12,000 people, implemented in 14 countries, and a network of over 650 retail stores with over 125 brands, affiliates, and partners.

Our Solution :

We developed a mobile-based social networking cum information exchange solution. A separate, customised ERP software to automate processes involved within the organization and digitize the KPIs of time-stressed functions.



Founded in 1923 in Chicago by Arthur C. Nielsen, Nielsen Corporation helps enterprises in optimizing their marketing costs. With over 44,000 employees across the world, the company remains to be the leading marketing strategist for every business

Our Solution :

We are developing a mobile-based reporting platform that will be used by CXOs for Nielsen Clients. The platform is being developed to simplify the daily report management and keep track of all the data metrics and pointers.

ISUZU

ISUZU is known for its strong hold in the automobile industry. Spread across the world in different countries, the automobile giant started in 1926 in Tokyo, Japan. The company has rich employee base with over 7800 employees, 29k being the consolidated ones.

Our Solution :

Code Brew Labs designed and developed a CRM to simplify sales management to record and track leads at different stages. All marketing managers, dealers and sales executive can manage and monitor sales from single interface. We developed another mobile-based platform for QA Solutions using which the manufacturers could analyze and record details about parts assembled from different vendors.

What differentiates Code Brew ?



• End to End Support

We break down the most complex of processes into smaller streamlined modules. We pack aspects like purchase, installation, implementation, maintenance, and user interaction in one, giving you one tidy solution. The fact that we keep you in the communication loop, 24/7, keeps the process open for you to see.

• A Swiss-Knife for Tech

We can provide an entire spectrum of services related to tech-based growth and development – dealing with technical aspects like UI generation and coding for devices to creative content for your landing page and long-term strategy. We're something like a Swissknife for all things tech.

• Ownership

We do not claim ownership for your IP, or the source code for the apps that will fuel your business. Everything is laid bare, and is transparent with our highly ethical approach. Intellectual property and ideas are highly valued, and credit is given where it is due so that we build healthy working relationships with our clientele.

• Support Beyond the Summit

We do not terminate our relationship with you when your product is launched. The long-term investment in any project is important to us, and so is the future of your product which we will help you build. This we augment with our BI capabilities and strategic analytics for optimum results.

• The Experience is Everything

We are a company that prides ourselves on creating the perfect User experience – something that is enabled by our mastery of the UI's that go into our products.

Pillars of Success

• Agile Management

The ability to respond to fluxing variables, a volatile environment, and processes which result in a lot of back and forth in terms of client-firm engagements cannot be cultivated with a conventional work culture. Thus, we use the Agile model for software development which equipped us to develop quality products that have been rigorously subjected to modification, change and testing.

• Work Culture

Our work culture is based on the principle of harmony. We recognize the value of every single one of our employees, and function like extensions of an ecosystem. If one is disrupted, then functionality and service are affected – thus, we maintain a cordial yet professional work environment that facilitates smooth execution of all projects.

• In For the Long Run

We don't believe in fleeting relationships. It is important for us to execute long-term projects, with tailormade support systems and packages that have helped many clients go the extra-mile with their idea.

• Disruption Across Various Industries

We flexibly adapt to all sizes of businesses in tandem with their ideas and problems – be it the SMB, or an enterprise-level business. Clients of all necessities and sizes have felt at home here.

• Impenetrable Security

We know we are handling extremely sensitive, and potentially disruptive information when a client forms a relationship with us. Hence, our security solutions, algorithmic considerations and countermeasures aim to create a high-impenetrable wall when it comes to safeguarding the client's ideas and information – fostering trust and dependability.

• Loyalty

Our services are as adaptable as necessary – the more your data, the more power we will pump into handling it effectively. Scaling up was never more convenient, and well-paced – we see to it that your exponentially growing venture does not fall flat.



Our On-Boarding Process

01 Confidentiality

We initiate the process by signing a NDA - the ownership of your ideas and concepts is of paramount importance to us. This ensures IP confidentiality - everything else comes after, with the exchange of technology and assistance being securely transparent.

02 The Macro Lens

Engage with your assigned team to acquire the overarching idea of your product. We flesh everything out - from understanding the demography, the geography, the product flow and acquiring an operational business model.

03 Laying the Foundations

Understand the finer points of your project, like your business requirements. Several blueprints for your idea will be outlined here, in order to finalize its scope - along with choosing the optimum path for moving the process forward.

04 Surgical Tuning

As you see your idea go through several iterations, this is the time to focus on one and finalize the BRD once and for all. We will try fitting as many of your requirements, as is deemed possible, so rest assured. This tuning is to deliver a market fit scope, after all the crunching.

05 Proposal Sharing

Here's where we lay it all down and share it with you. Everything from the technology stacks to be used, a timeline and the budget are given to you with our terms and conditions. Your idea will have evolved significantly, fine tuned and ready for full-blown development.

Project Management Practices

- Agile methodology for planning, and the swift execution of deliveries.
- A dedicated project coordinator assigned as the point of contact for perpetual communication.
- A short 2 week sprint cycle to measure progress and take corrective action on a weekly basis.
- A clear, uninterrupted communication channel for acquiring current, as-is project status.
- Iterative development model to provide exhaustive feedback and eliminate future reworking.
- The use of powerful projectdevelopment tools like Zoho, Basecamp, Trello.

Communication Channels

- Basecamp for Project Management and Client Communication
- Zoho Projects for Task Assigning Internally, Regular Internal Scrums,
- Real-time Communication using Skype and Whatsapp

Engagement Model



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Dubai Silicon Oasis,
UAE

India

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Chandigarh, 160030