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Creating **Business** Value
Through **Technology**

Company Deck – June 2017

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1. Corporate Profile

GirnarSoft- At a glance

CARDEKHO **CARBAY** **OTO** **gaadi**

ZIGWHEELS.COM **CollegeDekho** **PRICEDEKHO** Discover | Compare | Buy | Cashback **BATTERYDEKHO.COM**

TYREDEKHO.COM **TRUCKSDEKHO** **PRICECART** DISOVER | COMPARE | BUY **BuyingIQ.com**

In-House Products

2007-Jaipur   2400+ Employees

Foundation

Jaipur   Bengaluru   Mumbai   Gurgaon   Hyderabad   Chennai

Offices In India

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GirnarSoft- **Strength**

Certified Processes

ISO 9001 Quality Management System CERTIFIED

ISO 27001 Information Security Management System CERTIFIED

Team Strength

500+ Technical Professionals

250+ Management Professionals

In-House Products User Engagement

WEB + WAP (Monthly Statistics)

110+ Million page views

30+ Million sessions

18+ Million visitors

APP (Monthly Statistics)

90+ Million screen views

10+ Million sessions

1+ Million visitors

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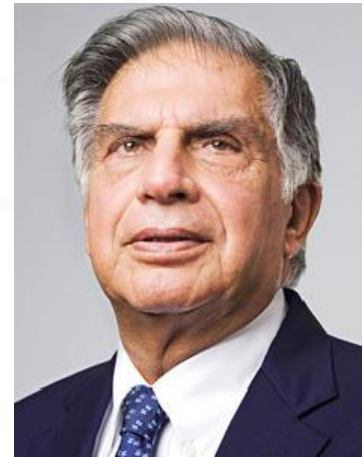
Our **Marquee Investors**

$380 million Market Valuation

SEQUOIA

Google Capital

HDFC BANK
We understand your world

HILLHOUSE CAPITAL

TYBOURNE
CAPITAL MANAGEMENT

TIMESINTERNET

Mr. Ratan Tata

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2. Service Portfolio

GirnarSoft Services

Website Development and Content Management

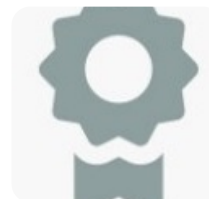Mobile App Development

E-commerce Solutions

Enterprise Software Development

Big Data Solutions

Quality Assurance & Automation

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Web **Development**

Technologies

PHP
Apache MySQL

Java J2EE

python

RAILS

ANGULARJS

node js

Accolades

Most Popular & Best
Website of the Year India 2015
Automotive

CarDekho.com

2014
Website of the Year
CARDEKHO.COM
CHOSEN AS
"WEBSITE OF THE YEAR INDIA 2014"
&
MOST POPULAR WEBSITE
IN AUTOMOTIVE CATEGORY

PriceDekho.com

Most Popular & Best
Website of the Year India 2015
Comparison

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Expertise

High performing customizable destop/mobile websites built with efficient search and content management systems

Deep understanding of business processes to develop **scalable** websites

Prime focus on **user experience** to drive engagement

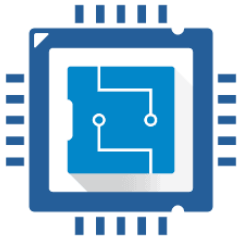Implementation of **various design patterns** and **architectures**

Advanced web analytics integration

Web **Development**

Philosophy

High Tech

- Adoption of **latest web technologies** to deliver future proof, scalable solutions.
- Highly **customizable** and manageable through rich **content management system** integrations

Globally Scalable

- Built on **scalable technologies** to enable seamless global presence.
- Localization support for **multi-lingual** websites via CMS platforms or custom development.

User Experience Focused

- Adoption of contemporary design languages to deliver **aesthetic** and **creative** solutions.
- **Research based** user experience design and development.
- Proven by **high levels of user engagement** on existing properties of Girnar.

Analytics Driven

- **Constant improvements** driven by A/B testing, test and learns etc. enabled via in-depth analytics.
- Relevant health and engagement **reporting** for management decision enablement.
- **Holistic website analytics** by utilizing **Google Tag Manager**.

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Web **Portfolio**

CarDekho / Gaadi / ZigWheels

- India's No. 1 Automotive portal with market leadership in traffic, revenue and trust

PriceDekho

- Price comparison website – Aggregates products across all major e-commerce portals and provide deals, cashback offers & discounts

CollegeDekho

- College research website - connecting aspirants seeking admissions with academic institutions.

Trilogy

- Preferred technology partner of Trilogy – Long term association to develop & support various web portals including the portal of largest US Automobile company

eSky

- Education Platform in Canada - providing range of professional training courses and eLearning opportunities.

Jobztag

- Job portal that attracts global talent and bridges job seekers and recruiters

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Mobile App **Development**

Platforms

Expertise

Design driven apps with focus on performance & engagement

Multi-lingual apps with language and localization support

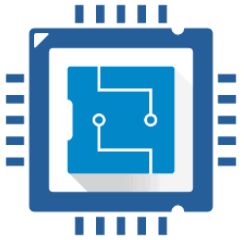**Leveraging device** features like Geo-location, Chat, Messaging, Gyroscope, Biometric, VR/AR etc.

Advanced Mobile Analytics integration

Accolades

"Top Developer" awarded by Google

Best iOS App 2014 by Apple

1 Million App Downloads in first seven months

Mobile App **Development**

Philosophy

State of the Art

- **Multi-platform and hybrid** development to ensure full coverage of user base.
- Designed to minimize internet dependency to provide **location agnostic utility**.

User Experience Focused

- Designed as per latest Android/iOS **design languages**.
- Workflow **automation focused** to minimize user input.
- **Performance focused** to sustain user engagement.

Scalable and Robust

- Designed on **scalable architectures** to support your growing user base seamlessly.
- **Localization** support.
- **Highly available**, load tested backend systems hosted on cloud platforms/on-premise.

Analytics Driven

- **Constant improvements** driven by A/B testing, test and learns etc. enabled via in-depth analytics.
- Relevant health and engagement **reporting** for management decision enablement.

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Mobile App **Portfolio**

CarDekho

- Automotive App - Showcases every aspect of new/used cars (feature-comparison, reviews, expert advise)
- Virtual tours of the car to feel the car design and features

PriceDekho

- Shopping App - Aggregates data from eCommerce sites to help in product price comparison
- Deals, offers and cashback to engage users

Dealer Mart

- Lead Management System APP - LMS that covers complete workflow of car sales / purchase
- Interactive LMS with advanced features which reduce any type of form filling

Tradepal

- Location based Socio Commerce App that connects Campus Networks
- Secured multimedia chat feature with option for group communication & language support

Droozo

- Healthcare App - Helps to manage workout, diet plan and shop health products & services online
- BMI (Body Mass Index) Calculator, Running tracker & diet planner
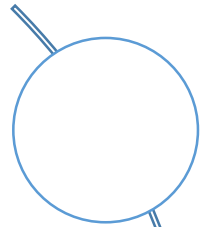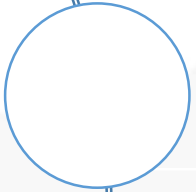
Corporate Games

- App used for UK corporate games 2015 with feature to organize country / area specific games worldwide.
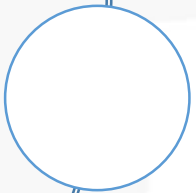- QR Code / Bar Code based athlete and staff attendance with live feeds (sports venue, score and result)

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GirnarSoft Expertise – Web & App Analytics

GirnarSoft is the early adopter of Google Tag Manager (GTM), since it's launch in 2012

All Girnarsoft Portals and Android & iOS Apps are enabled for Consumer behavior Tracking using GTM

Advance features of GA like Enhanced Ecommerce, Goals etc. are configured in Girnarsoft e-commerce portal which enables the detailed capturing of Product impressions, clicks, conversion rate, drop-offs, 'add to cart' and revenue etc.
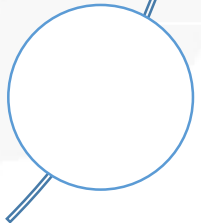
Girnarsoft International Portals (PriceCart & CarBay) are configured with single GTM Container to track consumer behavior on portals across 20+ countries

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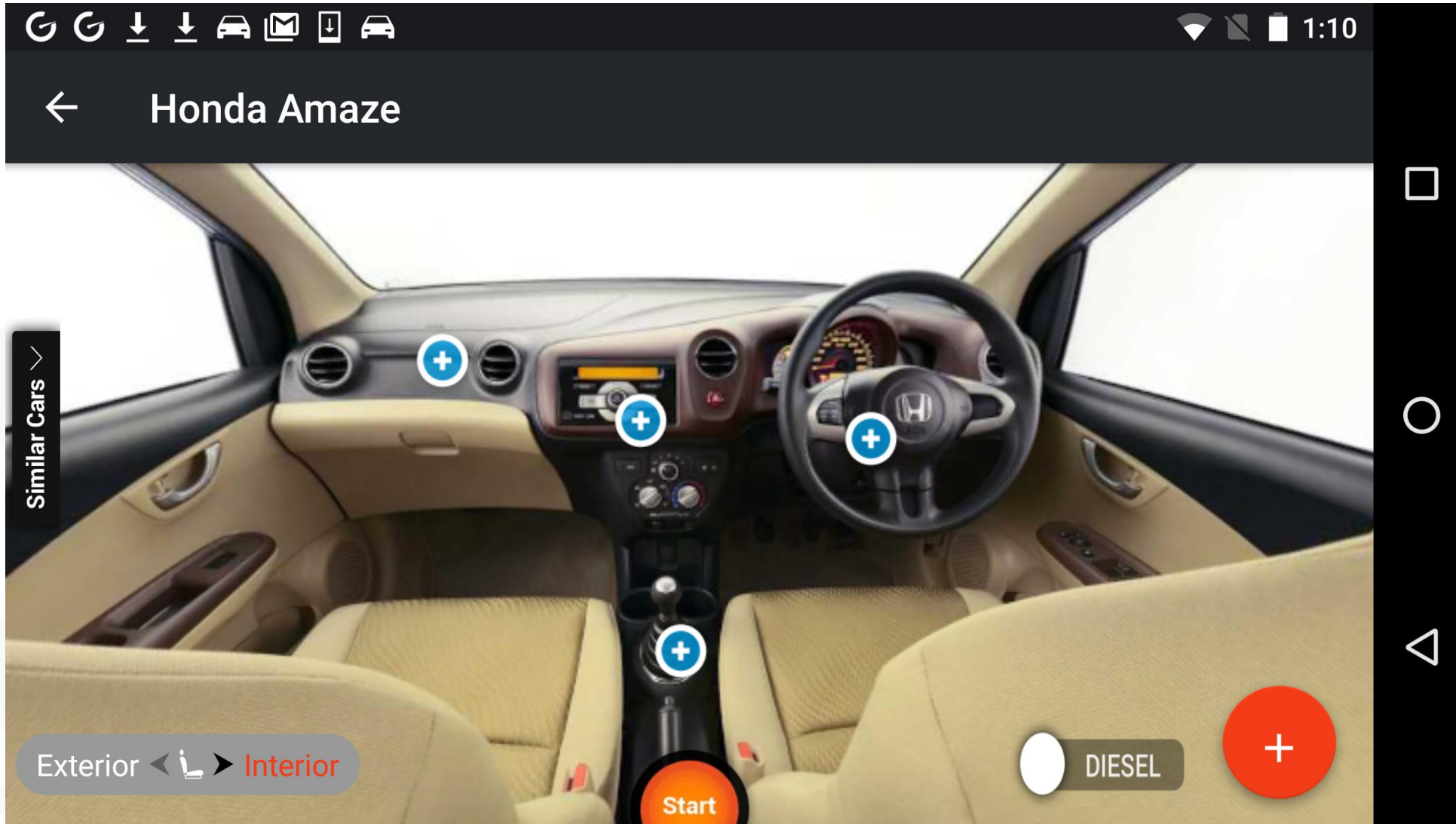# GirnarSoft Expertise – Creative Design

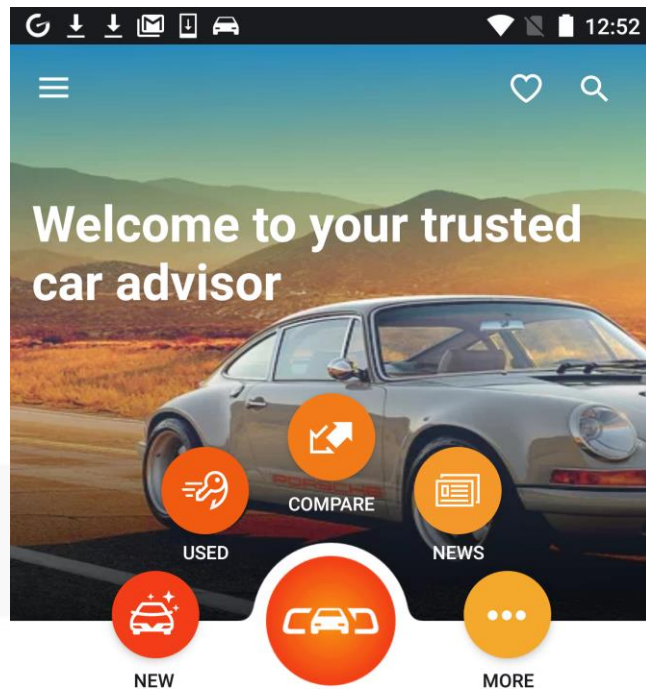# GirnarSoft Expertise – Creative Design

GirnarSoft Expertise – Creative Design
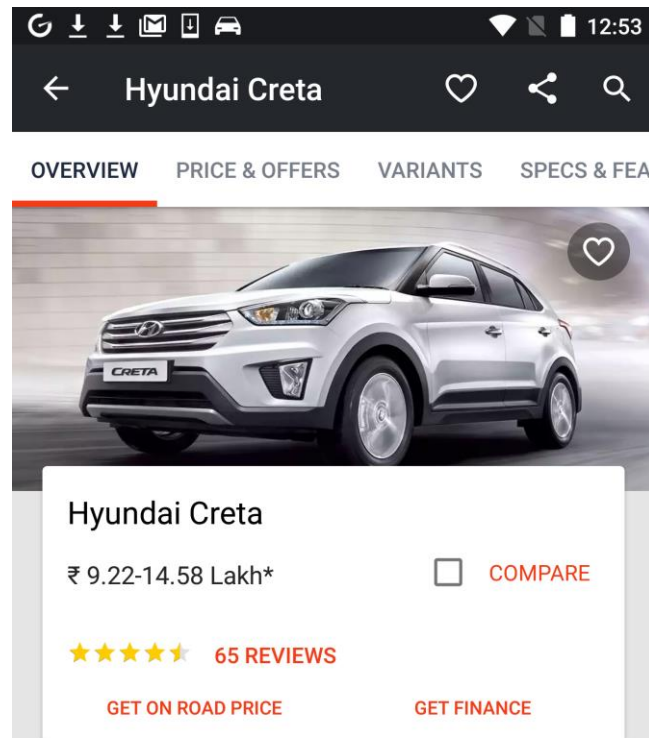
E-Commerce Solutions
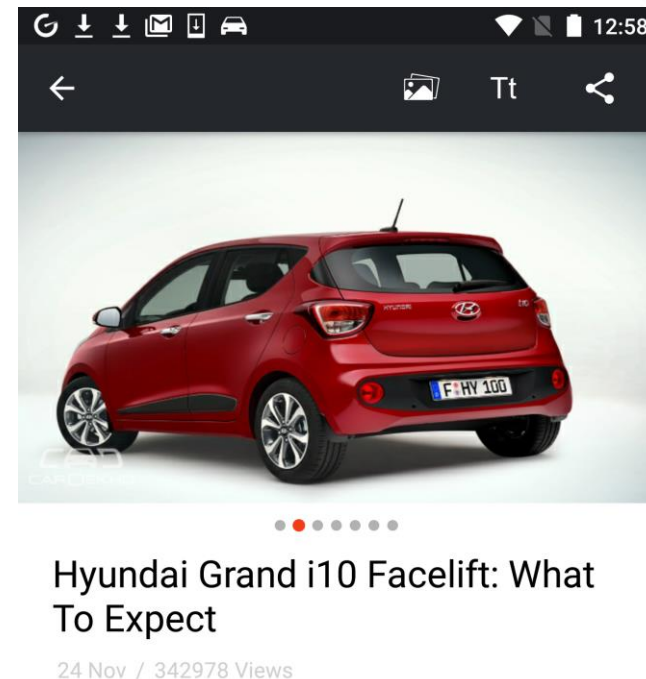
Technologies

Expertise

Suitable technology identification and experience setting up e-commerce platforms for domains such as Healthcare, Jewelry, Lifestyle, Automotive etc.

Developing plugins/extensions for e-commerce frameworks to meet custom requirements of product trial and ordering process.

Analyzing business and revenue models to devise and design scalable e-commerce platforms that minimizes operations cost and maintenance overheads.

Planning and recommending server infrastructure with budgetary forecasts to scale with growing business operations.

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E-Commerce Solutions Portfolio

CarDekho Shop

- First of its kind marketplace shop with detailed categorization for all types of car accessories

Reliance Shopping Portal

- Shopping Webportal for Reliance – Indian telecommunication giant. Consumers can purchase mobile phones, telecom services and corporate plans

Droozo

- Health eCommerce with unique range of products and services – fitness, doctors, medicines, diagnostics centers; operational across India and planning to go global

Bluestone

- Largest Online Jewelry Portal in India. Developed early versions of the complete website and proud to be a part of a successful venture

Mee Mee

- One of the Biggest Kids Brand in India. Created the next generation Mee Mee website with unique features keeping comfort of mothers in mind.

SaralHealth

- An ecosystem of health services that covers healthcare range of products for rural and urban customers.

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Enterprise Software **Development**

Technologies

Expertise

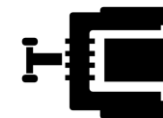Designing **holistic solutions** after thorough requirements analysis & envisaging future business needs

Developed systems for **various industry verticals** like lead management, healthcare, finance, logistics etc.

Developed **generic connectors / extensions** for industry standard ERP suites such as SAP, PeopleSoft and SalesForce.

Developed utility **tools for data compression** & archiving platforms.
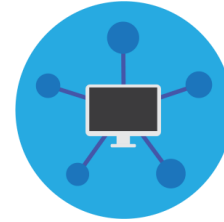
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Enterprise Software **Development**

Lead Generation and Management

- Years of experience in lead generation, management and conversion across automotive and finance domains
- Customized LMS solutions delivered in minimal turn around time.

Systems Integration

- Expertise in integrating solutions with external systems and ensuring secure and uninterrupted data flow.
- Expertise in integrating with legacy and sensitive financial data systems (Ex. Loan Origination Systems, CIBIL, Aadhar etc.)

Customer Relationship Management

- Expertise in building in-house CRM systems as well as implementing platforms in order to cater to our wide customer base.
- Seamless integration capabilities with CRM platforms to enable 360 degree customer view.

B2B Solutions

- Extensive experience in building enterprise solutions and achieving exponential business growth within the automotive and financial domains.
- Deep domain knowledge gained over years of experience.

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Enterprise Software **Portfolio**

RIPS 2014

- Developed an online system for Government of Rajasthan which enables 36 District Industries Centres (DICs) for online receipt, review & process of applications received from enterprises

ZipShare

- Developed for WinZip, ZipShare is a data storage platform that helps users to compress and archive data and share via email or social channels.

CarDekho LMS

- Lead lifecycle management with detailed activity analysis to track conversions at various stages

SolarWinds

- IT Infrastructure management platform to support network engineers engaged in network monitoring and troubleshooting tasks.

OneView CRM

- API centric generic CRM - unifies users from different channels / platforms and creates a single view to analyze product interest & buying patterns

CareDynamics

- Solution for planning patient logistics with DynamicPlanner module, providing predictive analysis and treatment forecast in real time.

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Big Data Solutions

Technologies

hadoop

APACHE HBASE

mongoDB

AMAZON REDSHIFT

cassandra

hadoop Map Reduce

ActiveMQ

Expertise

Fast migration of relational database applications to NoSQL and big data driven apps with minimum downtime.

Applying Big data techniques in area of social marketing and sales optimization

Conducting competition analysis and recommending Big Data solutions to firms facing limitations with traditional data storage and legacy business applications.

Increasing lead conversion rate and optimizing business processes by application of custom built Big data platform.

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Big Data Solutions **Portfolio**

ReadyPulse

- ReadyPulse grows, curates, and showcases a brand's most effective testimonials across channels - social, mobile, email, and web. Brands are able to deliver dynamic and personalized testimonials in context of category and products pages online to their customers.
- Developed custom Data Analytics Engine to get live feeds from social channels to get meaningful insights by advanced big data algorithms.

Connecto

- Platform to improve lead processing and conversion rate. Powered by Big Data technology to analyze web / mobile traffic to make promotional plans. Connecto widgets are available for easy integration with client websites.

Chrome Browser Extension

- Developed a plug-n-play browser extension framework that helps in user behavior analysis.
- The framework offers features like detailed browsing history, customer journey across websites, google search assistance and partner domain assistance.

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Quality Assurance and Automation

Technologies

Test Automation
Selenium

TestComplete

sahi pro

appium

JUnit 5

APACHE JMeter™

Jenkins

Hudson

Expertise

Generating scenarios for Test Driven Development (TDD) to spec out requirements and functionality

Manual Testing in various QA cycles – regression, unit, release considering different combinations of browsers, operating systems, devices, languages and locale

Automation of Test Cases for different stacks – Web, Mobile, Desktop Applications.

Creating Automation Infra & Continuous Build Systems for running automated tests to provide transparent reporting and reduce QA cycle times.

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Quality Assurance and Automation Portfolio

WinZip

- Complete ownership of WINZIP release candidate product testing across various operating systems, languages and locale combinations

R1Soft

- GirnarSoft team set up the entire test automation framework from scratch. Complete automation of test cases for a server backup management product

Versata

- Part of Versata Partner network which provides scenario generation and automation services to various companies across the globe

GirnarSoft In-house Products

- Creating continuous build systems infra across all products of GirnarSoft and writing automated test cases for functionality testing, unit testing and load testing.

Why **GirnarSoft?**

Trusted by Industry Stalwarts – **Google, Sequoia, HDFC** etc.

Fastest Growing Young IT Company in India

Large skilled **technical workforce**

Resource Pool comprising of **top talent** from Premier Institutes of India like IIT, IIM, ISB, NIT etc.

Bang for the Buck – Great Quality at **affordable prices**
- Headquartered in Jaipur, India (top Tier II city) and **largest IT company of the state**

Runs multiple **successful portals & products** across the world

Company DNA - Quick to adopt **new technologies** and trends

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CREATING BUSINESS VALUE
THROUGH TECHNOLOGY

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Please feel free to contact us on **Appfutura.**