COMPANY PROFILE

Web Digital Mantra

IT SERVICES PRIVATE LIMITED

OUR MISSION

Web Digital Mantra
IT SERVICES PRIVATE LIMITED

MISSION

Our Mission is to digitalise every business as per their business needs by providing the best IT solutions with un-compromised quality. Every Business should be on the digital platform and opt for digital marketing for their branding and business growth.

VISION

To provide the digital solutions at the affordable cost to every business and recognise as one of the most preferred IT and digital service provider company at the global level.

VALUE

- ➲ Accountability
- ➲ Commitment to customer
- ➲ Integrity and Humility
- ➲ Ownership and Leadership
- ➲ Teamwork
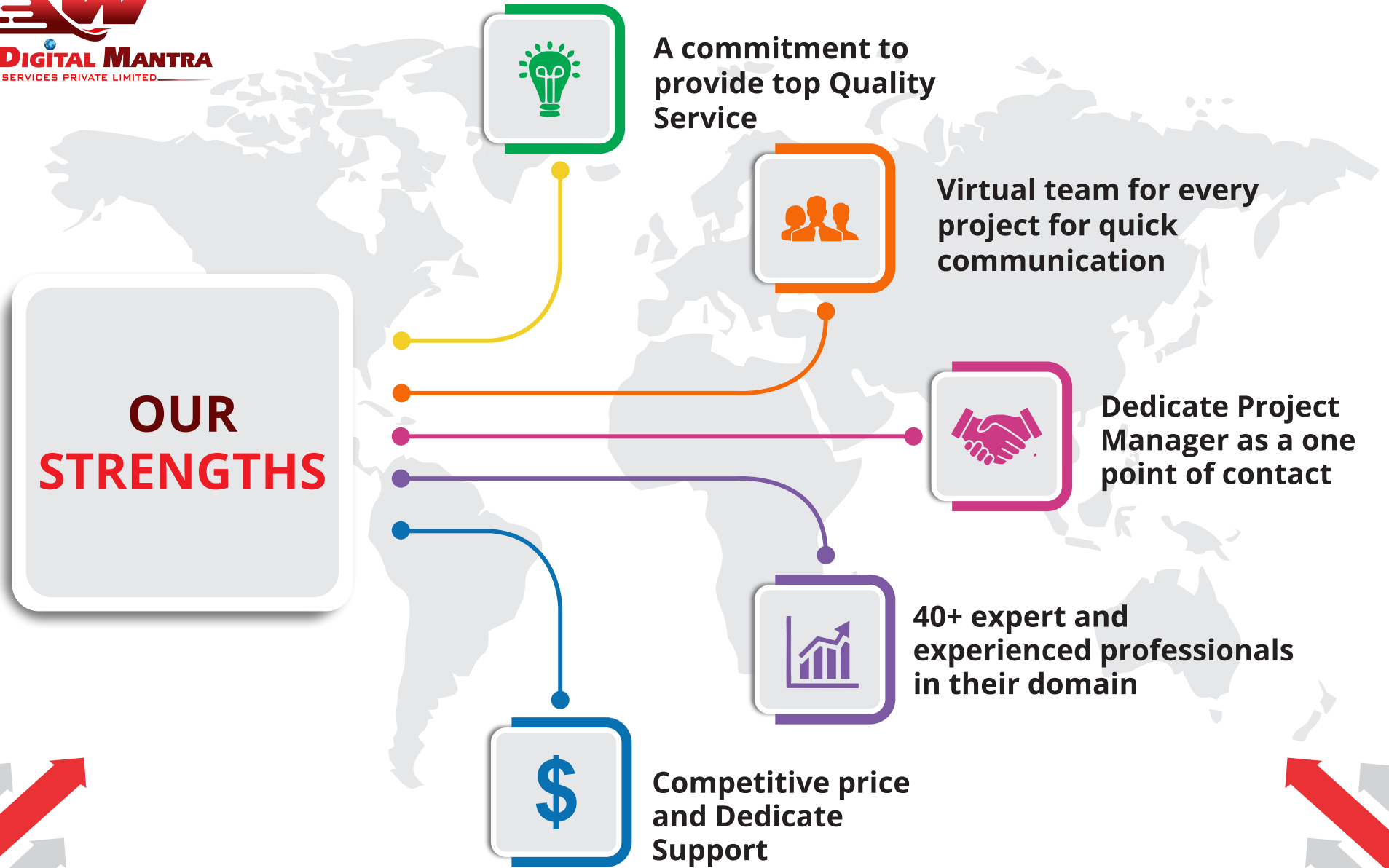- ➲ Passion for Excellence

OUR COMPANY

Web Digital Mantra IT Services Private Limited, an ISO 9001:2015 Certified company, is a highly innovative and a top leading software development and digital marketing company in India with a dedicated team of 40 plus IT professionals. We started with a vision to provide quality service and support by our expert team. We work on the Agile methodology to deliver the best quality product. Our experienced team has technical expertise in their domain with an average experience of 4+ years.

We provide a complete IT solutions, Software development, Web Application development, CRM development for managing your business to integrating billing software with the application. We build responsive and Google-friendly website. Our Server team help in hosting on Google cloud and Linux server.

Our expert digital marketing team helps in branding your company at the top social media and community platform. Your brand comes at Google top page by the help of on-page and off-page SEO. We generate leads for your business with the help of Google Ads, Video Ads, Facebook Ads, Instagram Ads, Email Campaign and SMS campaign.

WEB DIGITAL MANTRA
IT SERVICES PRIVATE LIMITED

OUR STRENGTHS

A commitment to provide top Quality Service

Virtual team for every project for quick communication

Dedicate Project Manager as a one point of contact

40+ expert and experienced professionals in their domain

Competitive price and Dedicate Support

![Web Digital Mantra - IT Services Private Limited logo]

OUR SERVICES

Web Development: Our expert Web developers create a beautiful design and responsive

Mobile App Development: We create a pixel-perfect UI to provide the sharpest, cleanest and intentional looks of your Application. We use React Native, Flutter, Java, Kotlin and Swift for Android and iOS Application development.

Product Development: We developed product like CRM, School management software, Enquiry Management Software, Donation Software, Multilevel Marketing Software, Billing Software etc.

Software Development: We deal with customised software developer as per customer requirement like Gaming Software, Purchase order software etc.

SEO and Digital Marketing: Our SEO specialists will plan, design and execute a customised digital marketing strategy to get your website at the Google top ranking.

Content Writing: We write SEO optimised content for your website with a good variations of keywords. Our content writer follow the Google algorithm while writing the content for you.

Graphic Designing: Our experienced graphic designer creates a beautiful Logo, Attractive Web banners and other graphics as required on your website.

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IT MANAGEMENT SERVICES

Server Support -
Google Cloud and Linux Server Support. Server with 99.9% Uptime. Complete technical support for server.

SEE MORE

Annual Maintenance
Services - AMC of Website/App/Software for fixing any bugs or upgradation of any services.

SEE MORE

Email Support
Professional email id for a rich email formatting features. Server email id for limited email features.

SEE MORE

Website Redesign
We do redesign of website as per customer requirement

SEE MORE

![Web Digital Mantra IT Services Private Limited logo]

WEB DESIGN SERVICES

We build responsive and SEO friendly website on all the latest technology. We understand your business category and create a web design as per your business requirement. Our expert web developer make a amazing designs which keeps a unique brand recognition and identity.

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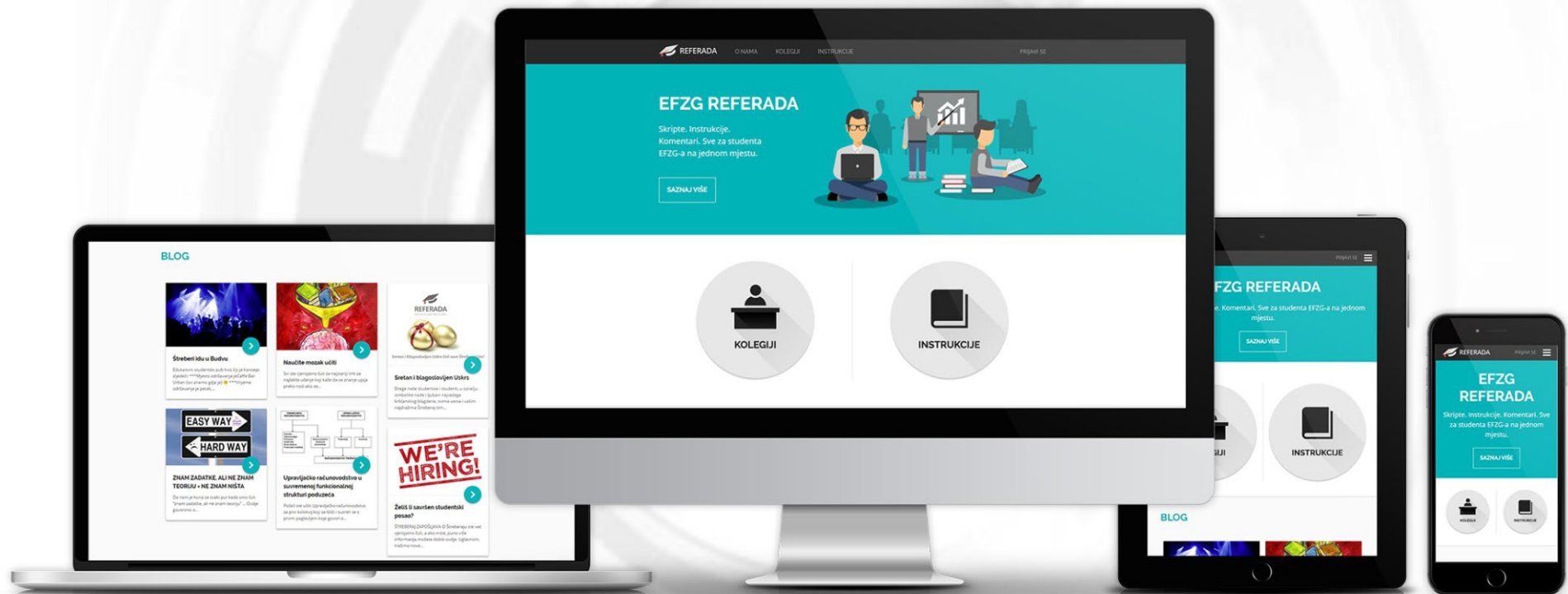
Why Choose Us

Our expert team does proper research on your requirements and submit analysis report before proceeding for formal development work.

➤ Beautiful Web design

➤ 3 Scrolling banners with 5 words of tag line

➤ Auto pop-up to generate leads

➤ WhatsApp API Integration

➤ Chat Bot

➤ Responsive Website

➤ Quick Loading Speed

➤ User Friendliness

Best Practices while DEVELOPING YOUR WEBSITE:
Our project manager understand your requirements and accordingly web developers design your website. Testing team check your website on a quality parameters. SEO team do test on Google algorithm before handing over the project to you.

● Using CSS to make a good look and a beautiful design of your website

● Expert Graphic designer ensure the good graphics and high quality images

● Use top framework Laravel as a backend framework in html website

● Payment Gateway integration for online payment

● Write SEO Optimised content for your website with required Keywords stuffing

● A responsive website for desktop, Mobile and Tablets

● Creating 5 Social media channels - Facebook, Twitter, Instagram, LinkedIn and YouTube Channel by expert social media manager

● Optimising the social media pages and integrating with website

● Google Business Page creating and optimising. Google Business Page Verification

● Google Map Integration with website

● WhatsApp API and Chat Bot integration for quick chat with client

● Email and SMS Integration

TYPES OF WEBSITES

Web Digital Mantra
IT SERVICES PRIVATE LIMITED

We do all kind of websites either static or dynamic as per customer requirements. Some of them are:

- E-Commerce website
- Corporate website
- Blogging website

- Astrology Website
- Educational website
- Hotels/Restaurant Website

- Matrimonial Website
- NGO/Crowdfunding Website
- Insurance/Loan Website
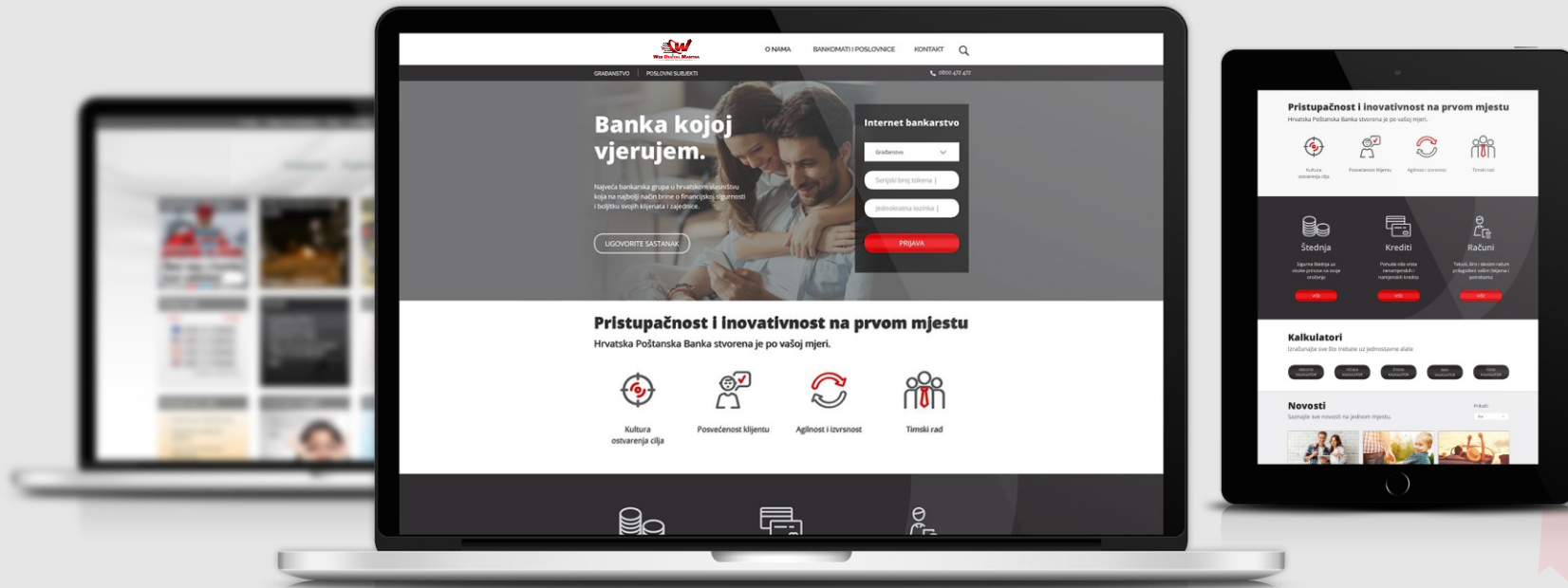
TECHNOLOGY WHILE DEVELOPING WEBSITE:

Html • CSS • Bootstrap • jQuery • Word Press • Mozento • Drupal • Sopify (All Logo as like of Sparx Company profile)

APP DEVELOPMENT

Mobile Application iAs a quite necessary to boost your business. We provide high quality standard of your mobile application in every category. Our create Apps for multiple platform like Android, iOS and cross-platform solutions in React Native, Flutter and Ionic.

why choose us?

Our team will understand your requirement and accordingly build the App as per your business needs.

High coding standards

Dedicated Project Manager

Virtual and dedicated team

Create a PSD UI mock design

QA testing to deliver the best product

Competitive Pricing

Developing the Mobile App

Designing the Application

Testing the Mobile App

Wireframe & Prototype

Deployment

Assessment of Technical Feasibility

App Launch

Planning &Research

App Enhancement

DIGITAL MARKETING

We deliver result oriented SEO services to increase traffic on your website and boost your online sales. You can reach at a big target audience through the right strategy of digital marketing. There are 3 major objectives of your digital marketing - First, Branding your company through the help of social media and community platforms. Second, Google ranking of your website by the help of on-page and off-page SEO. Third, Lead generation through organic and inorganic SEO campaign like Google Ads, Social Media marketing etc.

why choose us?

Our SEO Specialists audit your website, do your competitor analysis and draft a SEO strategies for your business.

- Expertise
- Google Certified Team
- SEO Optimised Blog writer
- 100% Transparency in work
- Guaranteed results
- Dedicated and Virtual team
- Competitive Price

BEST PRACTICES WHILE DIGITAL MARKETING

We do on-page optimisation of your website to make SEO friendly. By the help of multiple off-page SEO activities, we create a quality backlink on your website.

- Technical Audit of your Website - Our SEO Expert team do technical audit of your website so that search engine bots crawl to find the web pages.

- Identify the Target Audience - We do analysis of your requirement as well as competitors strategy to identify the goal of your campaign.

- Develop a Content Marketing Strategy - Content is the king and it's not only help in blogging but also other off-page aspects like Article writing.

- Social Media Optimisation - SMO is the best strategy to increase customer engagement. We use Facebook, Instagram, Twitter, LinkedIn and YouTube channel and other community platform like Wix.com, Blogger.com, etc.

TYPES OF DIGITAL MARKETING:

01 Search Engine Optimisation

02 Social Media Marketing

03 Digital Marketing

04 Lead Generation

PRODUCT DEVELOPMENT

We leverage our experience and knowledge to help develop the desired products. Our team of developers provides world-class insights. We develop the product as per your requirements that fits your needs.

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WHY CHOOSE US

Our developers understand your requirements and design the product to fit your business needs.

- Experienced team of smart, passionate, curious, and dedicated developers.
- Agile development, scrum methodology, prototyping, and rapid app development
- Solutions tailored to fit in user needs.
- Quality Assurance, Testing, and Test Automation
- Technology-driven and cost-effective services.

Best Practices while developing your product

Our team of experts understands your desired product needs. We have tough quality processes in place to ensure high-quality product development services.

- Brainstorming and planning
- Requirements and feasibility analysis
- Design
- Development & coding

- Integration and testing
- Complete documentation
- Plan reviews
- Quality control

- Implementation and deployment
- Operations and maintenance
- Effective project management
- Track efforts

Types of Product Development

- Learning Management System
- ERP Software
- Billing Software
- Enquiry management system
- MLM Software
- Donation Management
- Gaming Software

SOFTWARE DEVELOPMENT

We are aimed at designing, engineering, deploying, supporting, and evolving various software types. We develop quality software and offer related services including software consulting, cloud migration, app integration, and more. We serve mid and large enterprises and software product companies across multiple industries, including retail, financial services, manufacturing, healthcare, and others.

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Why Choose Us

Our end-to-end services in software development include business analysis, UI/UX design, application testing, and deployment. We provide you with the best-in-class solutions for developing software for your business.

➡ Custom software development
➡ Software product development
➡ Development team augmentation

➡ Maintenance and support of existing software
➡ End-to-end software development
➡ In-house project management office

Best Practices followed while developing software

We perform world-class software development services for your business. Our software development solutions accelerate workflows, boost revenues, and optimize business operations from concept to code and development to deployment.

Requirement Gathering

Iterative Development

Software Deployment

Designing the Product

Testing

Security and Maintenance
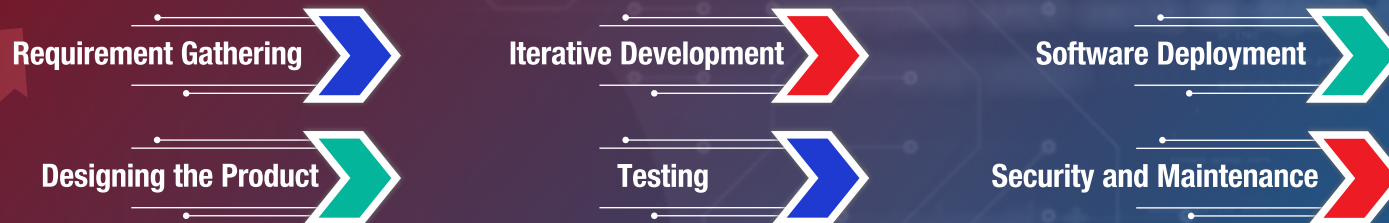
Types Of Software DEVELOPMENT

〰 Web Development
〰 Mobile Development

〰 Data Science
〰 Application Development

〰 Back-end Development
〰 API Development

〰 Embedded Systems Development
〰 Cloud Computing

CONTENT WRITING

We provide professional website content writing services, web page creation, web copywriting, SEO web copywriting, web content services, and web design content for your business. We create content that mainly aims to reach out to your target audience.

Why Choose Us ?

We are fully committed to serving our clients with the best content. Our well-versed writers will get the right content based on your preferences. We follow the AIDA approach in content marketing by segmenting the audiences coupled with keyword research.

- ✔ Customized and targeted service
- ✔ Content quality
- ✔ SEO Friendly
- ✔ Unique and original content
- ✔ Unlimited revisions
- ✔ Cost-effective and reliable.

BEST PRACTICES FOLLOWED WHILE CREATING CONTENT

We create great content that generates traffic, boosts leads, and gets shared on Social media. Our experienced team of content creators has an in-depth knowledge of content marketing and the skills to compose well-written content, SEO pages, blogs, and other digital content.

Scannable Content with SEO	Know your audience
Internal Linking	Conversational Tone
Mobile Optimized Content	Authentic Dissemination of Information
Comprehensive, detailed content	Keyword Research

TYPES OF CONTENTS

- SEO content
- Blog posts
- Website content
- News/Press releases
- Company profiles
- Social Media
- Product descriptions
- Technical content

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Graphic Designing

We are one of the best and passionate graphic design service providers. We offer a multitude of graphic design services or more. Our creative designers offer outstanding and attention-grabbing visuals for brochures, banners, flyers, business cards, e-books, and many more.

Why Choose Us ?

Being a pioneer in graphic design, we create outstanding designs that transform the standard of your online business across various platforms. Our designers do smart and creative work to convey your business ideas to the audience through impressive graphic designs. We also work with graphic design tools including Adobe Creative Cloud, Corel Draw, Google Slides, Canva, and many more.

- High-Quality and cost-effective Services
- Certified Graphic Design Service Provider
- Experienced Graphic Designers
- Interactive Graphics
- Successful branding
- Effective and unique designs

Best Practices followed while DESIGNING GRAPHICS:

We offer a wide range of custom graphic design services, and ably translate your thoughts and ideas into CREATIVE GRAPHIC DESIGNS that bring out superior results. We focus mainly on creating custom graphics that work to your advantage. We work closely with you to extract brand ideals to make a statement through graphic design.

Balanced Design ▸ Proper Alignment ▸ Hierarchy ▸ Contrast of Colors ▸ Proximity ▸ Colour and Space ▸ High-quality Graphic Design Tool

Types of Graphic Designs

- Logo Design
- Social Media Poster
- Website UI and UX Design
- Mobile App Design
- Business Card Design
- Company Profile
- Label Design
- Letterhead Design
- Envelope Design
- Facebook Banner
- Website Banner
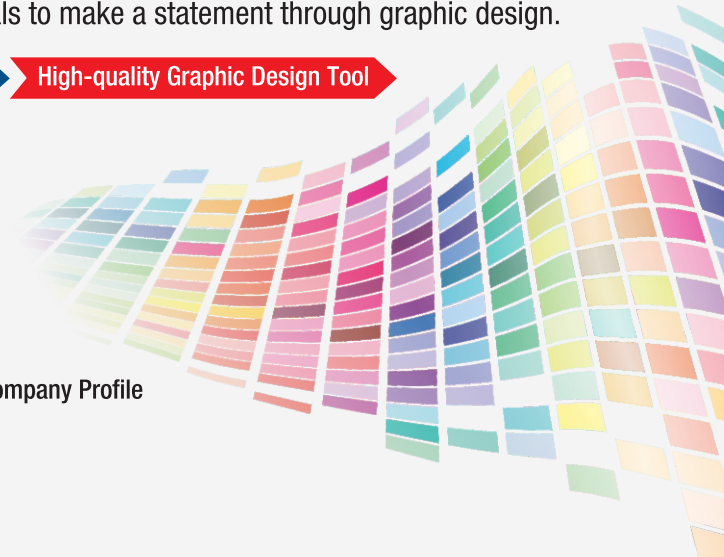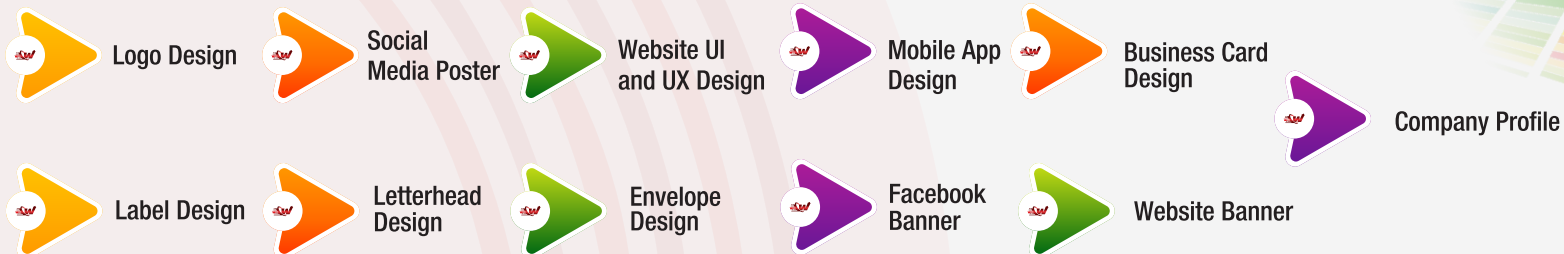
SERVER ○ ● ○ ○

We offer a range of dedicated server hosting options, divided between the managed and unmanaged server hosting ranges. We also provide you with customized solutions according to your own specifications. Our servers come equipped with loads of useful features to keep your websites at the top performance.

Why **Choose Us?**

We are capable of hosting a huge range of features into all your products, from the most basic shared hosting plans to enterprise-level cloud-based range. We take care in offering the industry's best-dedicated servers

- Multi-Server Management
- Access Control
- Dedicated resources
- Content Delivery Network

- Advanced Capabilities
- Unique IPs
- Domain Privacy
- Spam Protection

BEST PRACTICES TO FOLLOW WHILE USING SERVER

We offer high-performing and customizable dedicated servers for your website/apps. Server management never troubles with our broad variety of powerful control panels available. You can use our dedicated server to install from a wide range of predefined OS that you can choose from.

- Upgrade the Software and the Operating System
- Secure File Transfer Protocol
- Consider Zero Trust Networks
- Do Backups Frequently and Properly

- Configure Your Computer to File Backups
- Use Private Networks and VPNs
- Encrypt Everything
- Perform Regular and Frequent Security Audits

TYPES OF SERVERS

- Application Servers
- Client Servers
- Collaboration Servers
- FTP Servers
- Open Source Servers
- Proxy Servers
- Real-Time Communication Servers
- Web Servers

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LEARNING MANAGEMENT SYSTEMS

Our LMS allows you to deliver hassle-free online training to your employees, partners, and customers.
Our LMS can meet all customized needs, and training programs include onboarding, compliance training, product training, specific skill development training, and more.

WHY CHOOSE US?

With a highly intuitive interface, our LMS creates a distraction-free environment and makes learning a breeze. Your learners can easily navigate through the platform and access information in a snap.

- Personalize Online Training/Blended learning
- Assessing Student Learning and Performance
- Enhance Resource Allocation
- Security and Big Storage

- Intuitive user interface
- Assessment Tools in Learning
- Mobile Application
- Advanced Reporting

BEST PRACTICES TO FOLLOW WHILE USING LMS

Our LMS has an inbuilt feature to create a wide range of courses. You can use the inbuilt tools to create course content which is a major relief as it helps in the flexibility to develop your unique course content. Our LMS software enables you to organize and update the learning content easily with a single click.

- Define Your Objectives
- Put Together The Right Team
- Provide Thorough Training For Administrators
- Don't Forget To Factor In Growth
- Pay Attention To Content Delivery
- Take A Close Look At The Numbers

TYPES OF LMS

Installed LMS > Web-based LMS > Hosted LMS > SAAS LMS >

< Open-source LMS < Closed source LMS < Integration capable LMS < Non-integrated LMS
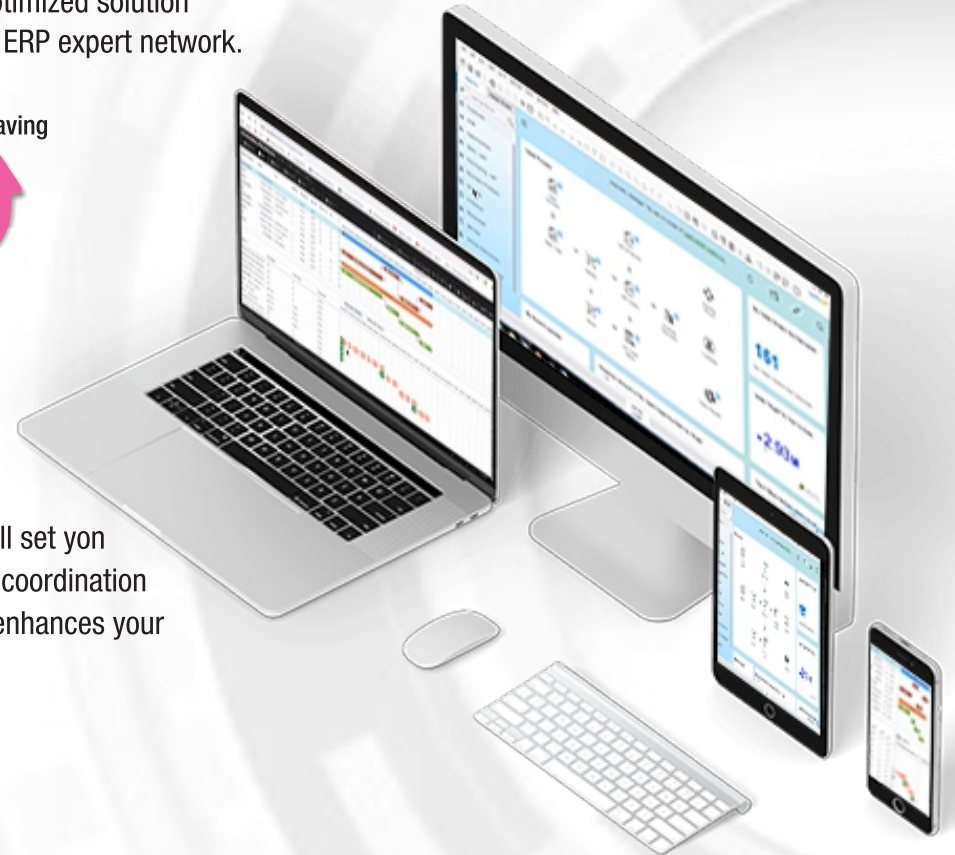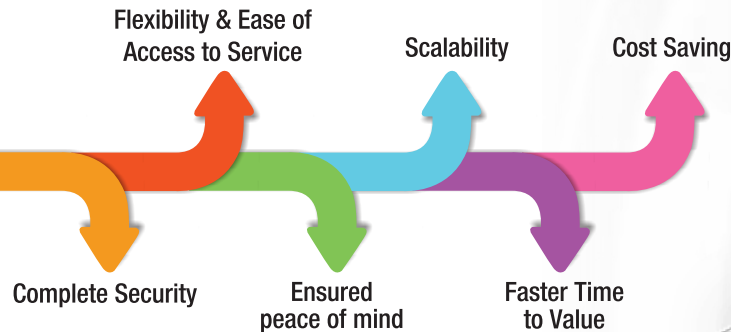
MANUFACTURING ERP SOFTWARE

Our ERP Software helps manufacturing & trading companies streamline their operations by automating the workflow of all departments of the organization and easing data flow with accuracy and speed while maintaining all security standards. We provide thoroughly researched and analyzed solutions that enable ease of operation within departments.

WHY CHOOSE US

We develop a complete guide to reach your business destinations and take an answer-based way to deal with your change. We exploit an optimized solution engineering process and streamlined collaboration across the ERP expert network.

Flexibility & Ease of Access to Service

Scalability

Cost Saving

Complete Security

Ensured peace of mind

Faster Time to Value

BEST PRACTICES TO FOLLOW WHILE USING ERP

We understand the challenges faced by you and then deliver a comprehensive solution that will set yon the path to operational excellence. Our ERP solutions enable you to maintain a perfect level of coordination among different operational processes and thus help you achieve operational excellence that enhances your level of customer service while reducing the operational time as well as cost.

▷ Understanding & Prioritizing Your Key Requirements

▷ Establishing Key Performance Metrics for a Positive ROI

▷ Invest Time in Training

▷ Get Data Migration Out of the Way Early

▷ Get Everyone Onside

TYPES OF ERP SOFTWARE

Supply chain management

Financial management

Document control

Manufacturing

Project management

Customer relationship management

Human resources feature, such as payroll and an employee database

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POS BILLING SOFTWARE

Our POS Billing software is a GST compliant software that helps you cover all your accounting and billing needs.
The module meets all your needs from Accounting, service invoicing and inventory to MIS reports. For Billing, you will get
extensive features such as inventory, barcode integration, integration with weighing machines, price grouping, discounts and
loyalty points and most importantly GST compliant billing.

W WEB DIGITAL MANTRA
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WHY CHOOSE US ?

We collaborate with all members of the team to find our user's most pressing needs and figure out ways to
give them the best solutions. Our customer support team strives to save you time and money by solving your problems
as quick as possible

- Manage Your Inventory
- Accounting Made Easy
- Analyze Business Reports
- GST Tax Calculations

- Barcode scanner for quick billing
- Generate invoice in a click
- Detailed business reports
- Automated Data backup

BEST PRACTICES TO FOLLOW WHILE USING POS BILLING SOFTWARE

We offer a wide range of billing requirements in the Trading Sector covering Wholesale, Distributor
and Retail segments. You can automate your billing and inventory process by implementing our
POS billing software. We have built our billing software to be smart and simple. It's powerful and
easy to use.

- Invoice clients based on detailed, up-to-the-moment data
- Eliminate cumbersome paper- and Excel-based tracking
- Get software that makes tasks easy for everyone

- Choose a solution that makes administration and reporting easy
- Use a "cloud" solution for efficiency and reduced costs
- Ensure the safety, security, and availability of your data

TYPES OF POS BILLING SOFTWARE

- Terminal/Desktop PoS
- Mobile PoS
- Tablet PoS

- Self-Service Kiosk PoS
- Multichannel POS
- Open-source POS

CRM
SOFTWARE

Our CRM Software is a fully customizable integrated sales, marketing, and service suite that automates lead generation and support for growing businesses. With Canvas, we're empowering you to redesign the user interface of the CRM, and create a personalized instance that meets your specific requirements and preferences. The CRM Software brings the best of general-purpose solutions and vertical solutions under one roof.

WHY CHOOSE US ?

Boost business efficiency, close more sales, effortlessly juggle thousands of customer interactions at once, and stay fully aware of the clients' needs with our CRM software. Our CRM solution puts customers at the heart of your business while giving you the space to grow and improve.

- ➲ Effortlessly Integrate sales, marketing, and service automation on a single platform to drive business revenue faster, smarter, and better
- ➲ Access crucial business data anytime, anywhere with our CRM's cloud-based data storage facility
- ➲ Create a centralized platform to unify all your customer contact database on a single platformCustomize your CRM platform to best suit your business requirements
- ➲ Align sales and marketing to generate the best possible email campaigns, sales nurturing campaigns, sales closure techniques, and many more.
- ➲ Deliver best in class customer support with state-of-the-art service automation modules. Streamline and unify your team efforts by helping your teammates collaborate on a single platform.
- ➲ Leverage sophisticated automation tools which drive robust contact data and project management at great prices, easily affordable by small and medium-sized businesses.

BEST PRACTICES TO FOLLOW WHILE USING CRM SOFTWARE

- ☑ Analyze your requirements and objectives
- ☑ Use CRM automation to speed up tedious tasks and maximize efficiency
- ☑ Simplify workflows
- ☑ Look for more opportunities to be proactive

- ☑ Put data to the best use and make data-driven decisions
- ☑ Adapt with changes
- ☑ Use AI-based predictive analysis to be prepared for growth as well as potential damage
- ☑ Make the most of social listening to gain competitive edge

TYPES OF CRM SOFTWARE

- ✔ Operational – this type allows you to better manage your business based on the customer data you collect.
- ✔ Analytical – a kind of CRM that allows for data visualisation, giving you better insights about your customers, their interactions with your business, and the possibilities.
- ✔ Collaborative – here, the emphasis lies in the way you can interact with your vendors and distributors based on shared customer data.

ENQUIRY MANAGEMENT SYSTEM

Our Enquiry Management System is designed and developed to overcome the complications that many businesses face in keeping track of the enquiries or leads that they receive. With the help of our EMS capturing and managing existing leads has become simple and effective in today's always-on digital landscape.
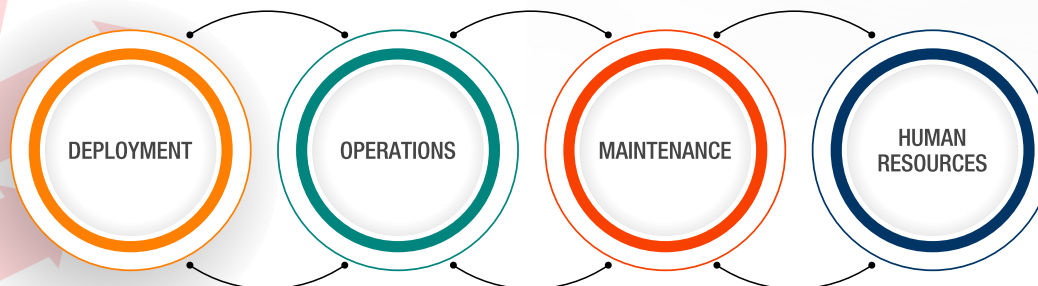
WHY CHOOSE US ?

Our EMS not only helps you in nurturing leads for your organization but also helps to retain customers and maintain communication after the sales. Nurturing process in our EMS includes prospectus details by email, follow-up by phone, follow-up by SMS, customer engagement by newsletters, discount offers to customers etc., this entire task should be on time. An EMS covers this entire task in a simple and easy manner, which leads to higher conversion of enquiries and higher revenue.

- Efficiently Manage Enquiries Of Any Type
- Track Progression From Initiation To Completion
- Integrates Seamlessly With Other Modules
- Report Upon Enquiry Source And Other Fields
- Attach Associated Documentation

- Retain Communication Details
- Schedule Follow Up Tasks Using Integrated Schedule Calendar
- Extends To Quotation System For Simplicity
- Search And Retrieve Enquiry Details Instantly
- Record Purchase Details

BEST PRACTICES TO FOLLOW WHILE USING EMS

Once you learn the level of overall satisfaction with your EMS system, you have the feedback needed to create, improve or update methods of delivering an accessible, integrated, seamless, accountable and responsive service to all stakeholders

- DEPLOYMENT
- OPERATIONS
- MAINTENANCE
- HUMAN RESOURCES

Web Digital Mantra
IT SERVICES PRIVATE LIMITED

24/7

LIST OF CLIENTS

Thank You
For Your Attention

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