



Innovation, Intelligence, Inspiration



Corporate Presentation (2015-16)

Corporate

ArohaTech is India's leading web development company with a strong team of around 65 highly skilled IT experts, catering result-oriented and cost- competitive solutions to large and small enterprises across the world.

We offer robust solutions which are beyond conventional thinking, beyond imagination and beyond all inhibitions.

**Growing
@
300%
Every year**



Our Mission

To deliver cost effective value propositions to our customers through our expertise in end to end IT, Design and Outsourcing solutions. We will strive to achieve this through our Innovative and Quality focused strategies on Technology, Business Development, Consulting and Customer service.

Our Vision

***"To be a Global Leader in
IT related services by year
2025"***



Why customers around world choose ArohaTech?

- Flexible Engagement Models
- 65 highly skilled IT professionals
- 5+ years of average experience
- PMP certified Project Managers
- State of the art IT Infrastructure
- One stop shop for all IT related services
- Eco-friendly Services (Less paper, Less power)

Exclusive NDA
& Resell Rights

24 x 7 support across
all time zones

Weekly
Meetings

Dedicated point
of contact

Provision for developer
availability on
weekends

Our end-to-end services have you covered.

ArohaTech provides a broad range of web development, mobile application development and software development services to help you harness the power of technology, consulting and maximize your online business investment.



Web Development Services

- ✓ Enterprise Portal Development
- ✓ Content Management Systems
- ✓ E-Learning Solutions
- ✓ Secured E-Commerce Solutions

Offshore Outsourcing / Software Services

- ✓ Mobile App Development
- ✓ IT Consulting
- ✓ Application Porting
- ✓ Website Maintenance

Online Marketing Services

- ✓ Search Engine Optimization
- ✓ Social Media Optimization
- ✓ Pay Per Click Campaigns (Adwords)
- ✓ Lead Generation

Tech Support

- ✓ Dedicated Server Management
- ✓ PC/Server Maintenance
- ✓ Security Services (SSL Certificates, Antivirus)
- ✓ Software Support

Our awesome products

With an aim to excel in Online Services, ArohaTech has developed and added few products to it's offerings that complement IT services being offered to customers. Let's have a look at these.



Perflance.com – Revolutionary Freelance Marketplace

Outsourcing has changed the way how world works. It's easier to get work outsourced to expert freelancers and companies around the world, however, still there are some unseen challenges while finding and hiring expert team of freelancers.

Perflance.com is a biggest change in freelancing industry wherein we have introduced various features catering to those outsourcing challenges. It's a breakthrough for how we communicate and work online with transparency.

It's simple layout, and Hi-tech features such as Live chat among service buyers and freelancers, Audio-Video conferencing and Whiteboard are some of these differentiating factors making Perflance.com World's 1st Fully Interactive Freelance Marketplace.



www.perflance.com

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WeLeadIndia.com – World's 1st Political Social Network



Wouldn't it be easy to use Facebook as Facebook and take all our political discussions, know-hows to a network fully dedicated to Politics only. What about a place where once can know local political leaders, their past achievements, social updates, videos, images everything at just one place?

WeLeadIndia.com is one just socio-politico campaign where we are bringing all Indian Politicians online. Here users can rate their leaders, ask queries, can communicate with them live and also watch live rallies and meetings. There are live news feeds for social media accounts, news channels, youtube etc.

WeLeadIndia.com is playing one major role in Indian Politics for upcoming elections in April 2014.

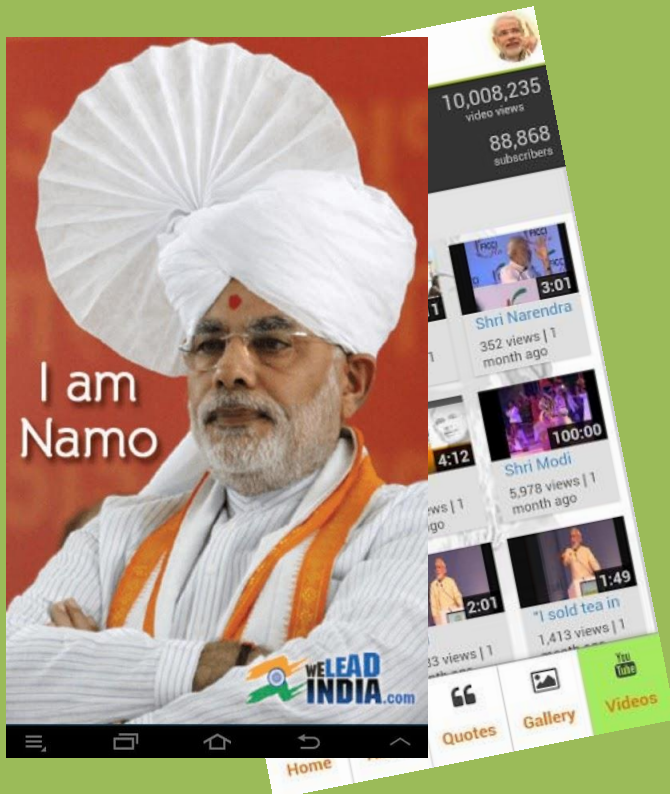
www.weleadindia.com

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Multi Purpose Personal Mobile App



An Android-iOS app built with Phonegap that can be re-used as Personal mobile app. Currently it's being used by some of our Political leaders and members on Weleadindia.com

This app comes with Live image gallery, Facebook page feeds, YouTube channel videos + Push Notifications. So, one can easily communicate with friends, supporters and followers with real time messaging system.

This app is a good product for someone looking to build identity through mobile apps and is highly suitable for Politicians, Speakers, Writers, Coaches and Solo-Entrepreneurs.

Outsourcing

It is a challenge to keep track of emerging technology and deploy it effectively to fuel your growth. Outsourcing helps you manage this challenge. ArohaTech is an ideal partner who can help you meet this ever-growing challenge of integrating technology with your business needs.

ACCESS TO EXPERTISE



SEAMLESS COMMUNICATION



*For you, with you
Always!*

**SAVE UP TO 45% IN
OVERALL COSTS**

**BY OUTSOURCING YOUR IT
REQUIREMENTS TO AROHATECH**

- FULL-CYCLE QA TESTING
- FIXED TIME / COST MODEL
- DEDICATED TEAM MODEL
- READY TO USE IT INFRASTRUCTURE

Facts & Figures

Someone said "*Data speaks itself*", so it does here... Checkout some facts about ArohaTech. **When You Grow... We Grow.**



300+ Clients in 25 countries



Client Retention Rate



Delivered
2500 +
Successful
Projects in 6
Years

Eco-friendly
Only **1233**
Paper sheets are
consumed in 6
years

Infrastructure Growth
(Development center area)

2008



9.5 sq.mt

2010



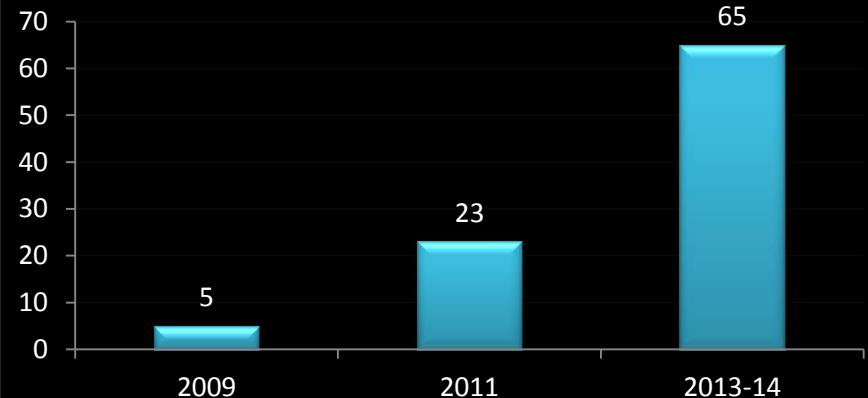
140 sq.mt

2013-14



800 sq.mt

Number of Employees



Infrastructure

ArohaTech has state of the art infrastructure providing world class environment and facilities to support your business growth. This is a glimpse of our Noida based Development center:- Facilities, Client Visits, Team Outings and more.



Clients & Projects

The best way to demonstrate our expertise is to show you our work and our clients. Here you may find some selected projects to give you a better idea about our experience and expertise.



Integrated Database Management System (IDMS)



The main purpose of this application is to provide facility to handle data dynamically. This application is used for comprehensive generating *Report* of all the departments i.e. all the work related to management level. *Graphical Presentation* of data is one of the important parts of this software. It gives the facilities to *Analysis* of data, calculate *trends/suggestion* on the bases of historical data, user can send *mails/alerts* on daily bases and conditional bases.

This application allow adding new processes, batches, attritions, working days, actual production volume and volume production for a particular process, LOB, month and year. Table data can be uploaded to files. Reports for Productivity, Attritions, Working Days, Forecasted Figures and Summary can be generated that show the data for a particular time period specific to a Process.

Task Performed: Design & Development

Technology: Asp.Net

Database: MSSQL

Country: Global

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Magento based E-commerce Solution



Task Performed: Design & Development

Technology: PHP, Magento 1.7

Database: MySQL

Country: Norway

Designbelysning is Norway's leading retailer of various lighting solutions. They were needing a robust E-commerce platform to replace their old legacy ecommerce website. Magento was their first choice.

We did developed this website and optimized it so they can sell more than 10,000 products with no downtime. The website is customized to use several features and effects through custom built plugins and a great mix of intelligence. Some of the major features are:

- 1) It allows a user to select various product attributes separately and define individual attribute quantity as well.
- 2) Each attribute can have its own product image
- 3) Several Bundled products are customized so you can buy Attributes of Attributes. Which allows product selection up to 3 levels. (*Product Level 1 > Attribute Level 2 > Attribute Level 3 > Buy Now*)
- 4) *One step checkout, product import/export with images and several other admin features.*

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Long distance calling Mobile App and Reseller Interface



Task Performed: Development & Debugging

Technology: Asp.Net, JAVA/J2EE

Mobile Platform: iPhone, Android

Database: MSSQL

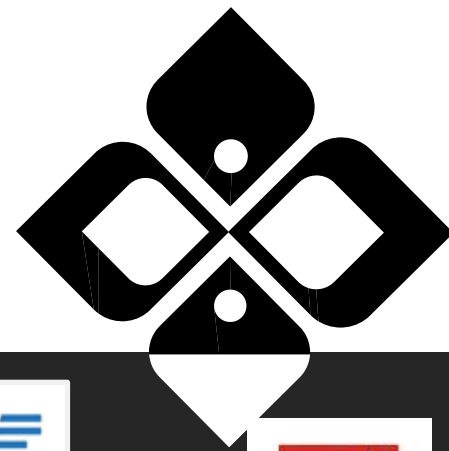
Country: Global

Net2Phone provides a full suite of Voice over IP solutions in over 160 countries. As the largest distributor-based VoIP Provider in the world. As the largest distributor-based VoIP Provider in the world, Net2Phone routes millions of minutes daily over data networks. They were looking for technology partner who can work to improve their mobile based application named as Mobitalker for long distance calling, and to setup automatic panels to control billing and resellers all around the world. *Mobitalker is a competitor of Skype.*

ArohaTech worked closely with Net2Phone team in US and successfully finished all technical requirements by launching their services in 5 different countries and building a strong enterprise interface for resellers and admin managers.

Client Spectrum

ArohaTech has long list of respected clients starting from Small size enterprises to Fortune 500 companies. Some of these are :-



" We brought on Nishant and his team to help design and build a website and web platform. Having shortlisted several suppliers, we initially chose ArohaTech for their competitive pricing and professionalism. On completion of the project, we couldn't be just happier - very high standard of work, and most importantly Nishant and his team were flexible and patient with us. Designing and building a web application can be a trying experience - but nothing was ever a problem for them, and they were always willing to go the extra mile. Very impressed, and I highly recommend ArohaTech "

Mr. John Whalen, Director, The International Business Xchange

Management Team

People are strength of every organization, and so is the case for ArohaTech. Here are the honchos:

Nishant Tyagi

As ArohaTech's chief executive officer, Nishant is responsible for ArohaTech's day-to-day-operations, as well as leading the company's business development and technology strategy.

Nishant is a Master Internet Marketing and IT Consultant. His knowledge about latest technologies and more than 100 various open source applications make him a precious knowledge resource for his team and clients.

Prior to starting his entrepreneurial journey, he was a senior manager in Tech Mahindra (Mahindra-British Telecom) handling various line of businesses. He also served as senior quality manager for Bell Canada, a Canadian Telecom Major, and Canoe.ca, a Web Media Company from Canada specialized in e-commerce and IT services.

He is also serving as director of Vedant Agro Pvt. Ltd, specialized in delivering IT services for automation of Agri businesses running under Government of Uttarakhand, a State of India.

Nishant holds a bachelor's degree in engineering from Kanpur University and an MBA in IT & Marketing from Institute of Management & Technology, Ghaziabad, both of which were awarded with distinction.

Experience Summary:

- Entrepreneurial by nature and able to see the 'bigger picture', utilises skills from an extensive background in well-known blue chip corporate consortiums, within Business Development, Quality, and Innovation and Change Management.
- Implements new and innovative procedures to increase company-wide efficiency and cost effectiveness.
- Steering the company towards being the leading application development company in India and around the world.
- Conceptualized growth to form million dollar company without VC investments or Bank support.
- Envisioned growth of ArohaTech and carried it forward with around 300% growth rate every year.
- Wisely selected key resources, and hand picked employees to form a strong team of 65 people.
- Been engaged in reforming businesses through Business modelling and system dynamics.
- Expert in various open source applications running on PHP, Java & Asp.Net platforms.
- Conceptualized various compelling online marketing program for clients that increased revenues by 40%.
- Specialized in e-Commerce, ERP, CRM, Web Portals architecture designing and conceptualizing the work flow.

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Saurabh Jha

Saurabh has strong background of working in IT/ITeS Industry for last ten years with exposure to Client Servicing, Transitioning, Project Management, Quality and Operations. He has completed Business Leadership Program from XLRI, Jamshedpur in 2008

In his current role, he is handling the Quality function for ArohaTech as Business Transformation Consultant. He has played key role in ensuring that the Key SLAs are met and exceeded.

During his career, he has been associated with Tech Mahindra, HCL and Geo-Connect and has established himself as a hardworking leader and have been mentoring teams with outstanding results.

Below is the brief summary of areas of exposure/expertise across assignments:

- Strategic and Operational Planning and Execution
- Quality Control
- Management Information System and DSS
- Client Relationship and Satisfaction Management
- Budget and Cost control
- Project Management
- Forecasting, Staffing and Scheduling

He is six sigma Green Belt certified, ISO 2001 certified, PMP Trained, ITIL certified

Experience Summary

- Setting out quality standards for various operational areas, ensuring a high-quality customer experience, while adhering to the SLAs and work processes.
- Planning organizing and controlling key projects impacting client and customer satisfaction.
- Designing and implementing Annual plans, road maps and performance dashboards for the organization.
- Implementing Quality management systems (ISO and COPC) and driving six sigma initiatives.
- Implementing quality improvement measures for continual improvement in the services and conducting regular conference calls, ensuring higher customer satisfaction matrices
- Process Automation initiatives.

Major Achievements

- Successfully transitioned 80 FTE projects within a record time of 60 days.
- Re-engineered the data process to realize better Turn Around Time (TAT) and significant cost savings. **Outcome of the project** was reduction in TAT by 50% and achieved 99% quality.
- Achieved Process sigma for one of the processes = 3.9 sigma

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Kapil Chawla

Kapil has over 10 years of experience in handling multi technology and multiparty large scale software projects. He is experienced at initiating, administering and executing different stages of SDLC and overall operations including pre-sales, estimation, planning, monitoring, development and user acceptance testing.

He looks after customers from different geographical regions including clients from US, UK, The Netherlands, Australia etc.

Kapil also focuses on e-business strategy, business process analysis and requirements definition for technology implementations for clients at ArohaTech.

During his career, he has been associated with iGate, CSC where he managed various product development teams and has proved himself as an effective leader.

Kapil holds a Bachelor's Degree in Engineering , Masters degree in business management and is ITIL certified & PMP Trained.

Experience Summary

- Conceptualized various B2C and B2B e-tail site as per client requirements.
- Resourceful at maintaining business relationship with clients to achieve quality product and service norms by resolving their service related critical issues.
- Perform Gap analysis between business process functions and commercial off-the-shelf products.
- Responsible for scoping and implementing projects for Continuous Improvement and Process Re-Engineering.
- Oversee development, test, deployment, and support. Communicate status with stakeholders, and resolve issues in a timely manner.
- Mentored staff in methodology and consulting excellence and encouraged best practice in project management and project planning.
- Guided a team of 40+ developers at iGate. while overseeing software development projects (from conception to completion) with budgets up to \$10M.
- Strong understanding of Agile software development, SDLC, and Business Analysis practices
- Expert in C, C++, VB, Asp.Net, XML, HTML, Networking , SQL Databases and various scripting languages



Thank You!!!



ArohaTech IT Services (P) Ltd.

B-159, Sector 63,
Noida, UP, India

Phone: +91 120 4251080

Email: info@arohatech.com

Website: www.arohatech.com

ArohaTech USA LLC.

6363, Christie Ave, Ste 2106,
Emeryville, California, USA

Phone: +1 415 230 0012

Email: sales@arohatech.com

Website: www.arohatech.com