

Moolya Engineering

# AI Product Engineering For Jagrut Motors

AI-Powered Automation to Drive Engagement and Scale for Jagrut Motors

| 14+

Years in Business

| 200+

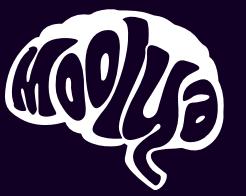
Customers

| 20+

Countries

| 80%

Industry leaders choose us



# Who we are

At Moolya Software Testing Private Limited, we lead globally in software testing and quality assurance, partnering with clients across industries to deliver top-tier solutions. Our services ranging from functional and automation to performance and security testing are designed to enhance software quality, efficiency, and productivity, ensuring client success and satisfaction.

## Why Choose us



### Skin in the Game

We go beyond vendor roles, fostering deep co-ownership with customers.



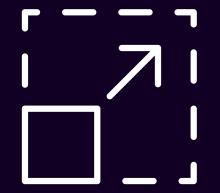
### Culture Focus

We help customers address issues by focusing on cultural fixes.



### Leadership Friendly

Moolya empowers C-, V-, and D-level leaders with insights.



### Scaling Value

Moolya unifies Tech, Test, Product, Customer & Business insights to scale value

# Home Screen

A central hub to manage projects, start new edits, or generate AI-powered videos. Quick access to saved projects, recent work, and options to begin from scratch.

JAGRUT MOTORS JH

Dashboard

Projects

Templates

AI Suite

Welcome back, John!

Manage your projects, start new edits, or generate AI-powered reels from scratch.

AI Prompt-to-Video

Generate a video by simply entering a text prompt.

Create with Prompt

Start New Project

Upload a talking-head video to begin editing.

New Project

Saved Projects

Revisit and edit previously created reels.

Start From Scratch

Start with a blank timeline and transform your raw footage into stories that move people.

New Project

Recent

View all

VIDEO BLOG

Reel Video -01

Yesterday

Reel Video -01

Yesterday

Reel Video -01

Yesterday

Reel Video -01

Yesterday

Settings

Support

# Prompt to Video

Generate videos instantly by entering text prompts. Choose clip length or aspect ratio, and access a history of past prompts and generated outputs.

JAGRUT MOTORS JH

Dashboard Projects Templates AI Suite

Generate Video from Prompt  
Generate a video by simply entering a text prompt.  
Enter your Prompt here..

Short (5s-6s) 1:1

Generate

History Need A video where a guys driving a bullet train Today

0:05 A Native American male with long, braided hair, wearing a leather jacket over his uniform, is driving ...

video-upload Today

0:11

# AI Video Editor

An intuitive editor to refine raw or AI-generated clips. Add media, adjust cuts, and use AI-assisted tools for professional-quality video creation.

JAGRUT MOTORS JH 86% □

Dashboard Projects Templates AI Suite

Add media X ↶ ↷

Search videos ⟳ ⌛




Show cuts  Skip cuts

[ ] Split ⌚ Pace ▶ 00:00:00 / 00:10:24 🔍 🔍 ↔

0:00 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

⌚ ⌚ ⌚ ⌚ ⌚ ⌚ ⌚

# Prompt based Video Editor

A workspace where users can turn written scripts into engaging videos. The editor syncs text with visuals, showing real-time previews and timeline edits. It helps creators quickly transform ideas into polished content.

The screenshot shows a dark-themed video editing application interface. At the top, the title "JAGRUT MOTORS" is displayed, along with a user icon "JH". Below the title, there are tabs for "Files" and "Script", with "Script" being the active tab. The main area contains a script with several paragraphs of text, each preceded by a small "X" icon. The text discusses the benefits of quality over quantity in content creation, mentioning the ability to get rough cut edits done quickly. The interface includes a "BEFORE AFTER" comparison section showing a man speaking into a microphone, with a "BECAUSE" button overlaid. A timeline at the bottom shows numerous video clips and audio tracks, with a playhead at 00:00:00.8. Various editing controls like "Show cuts" and "Skip cuts" are visible, along with a search bar and playback controls.

JAGRUT MOTORS

Files Script

BEFORE AFTER

BECAUSE

AI Edit

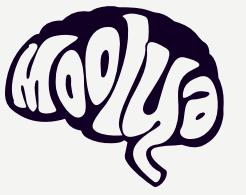
00:00:00.8

Show cuts Skip cuts

00:00:00 / 00:10:24

@marksoy.edits

00:00 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

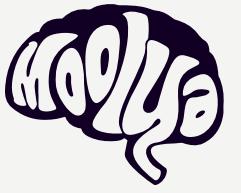


# Executive Summary

The rapid rise of short-form video platforms like Instagram and TikTok has transformed the way creators engage their audiences. For many, the process of transforming long talking-head content into engaging reels remains manual, time intensive, and inconsistent.

Moolya proposes an AI-driven SaaS platform that automates this process end-to-end from ingesting raw talking-head videos, analyzing stylistic references, transcribing speech, creating captions, inserting B-roll, and exporting optimized reels. The system is designed to align with user-defined style profiles, ensuring that each output reflects the creator's unique identity while maintaining professional consistency.

The solution will be developed as a cloud-native, scalable SaaS platform with GPU-accelerated processing pipelines, modular architecture, and role-based access for individuals and teams. The initial build will focus on an MVP that produces Instagram-ready reels, with optional enhancements in subsequent phases (e.g., adaptive style learning, real-time previews).

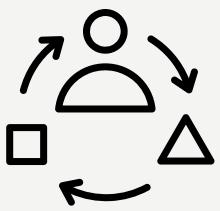


# Our Solution Overview



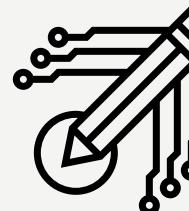
## Automated Reel Generation

Transform raw talking-head content into styled, vertical reels with minimal manual effort.



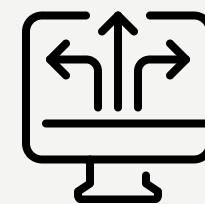
## Style Adaptation

Extract visual elements (fonts, colors, captioning style, cut rhythm) from reference videos and apply them consistently.



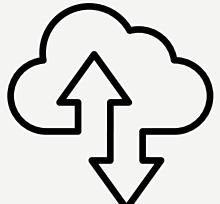
## AI-Enhanced Editing

Integrate modules for transcription, jump cuts, captions, B-roll, and music overlays.



## Platform Flexibility

Export optimized videos for Instagram, TikTok, and other social platforms.



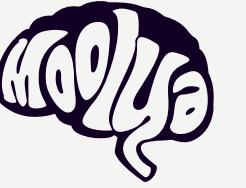
## Scalable SaaS Architecture

Web-based dashboard with account management, subscription models, analytics, and admin controls.

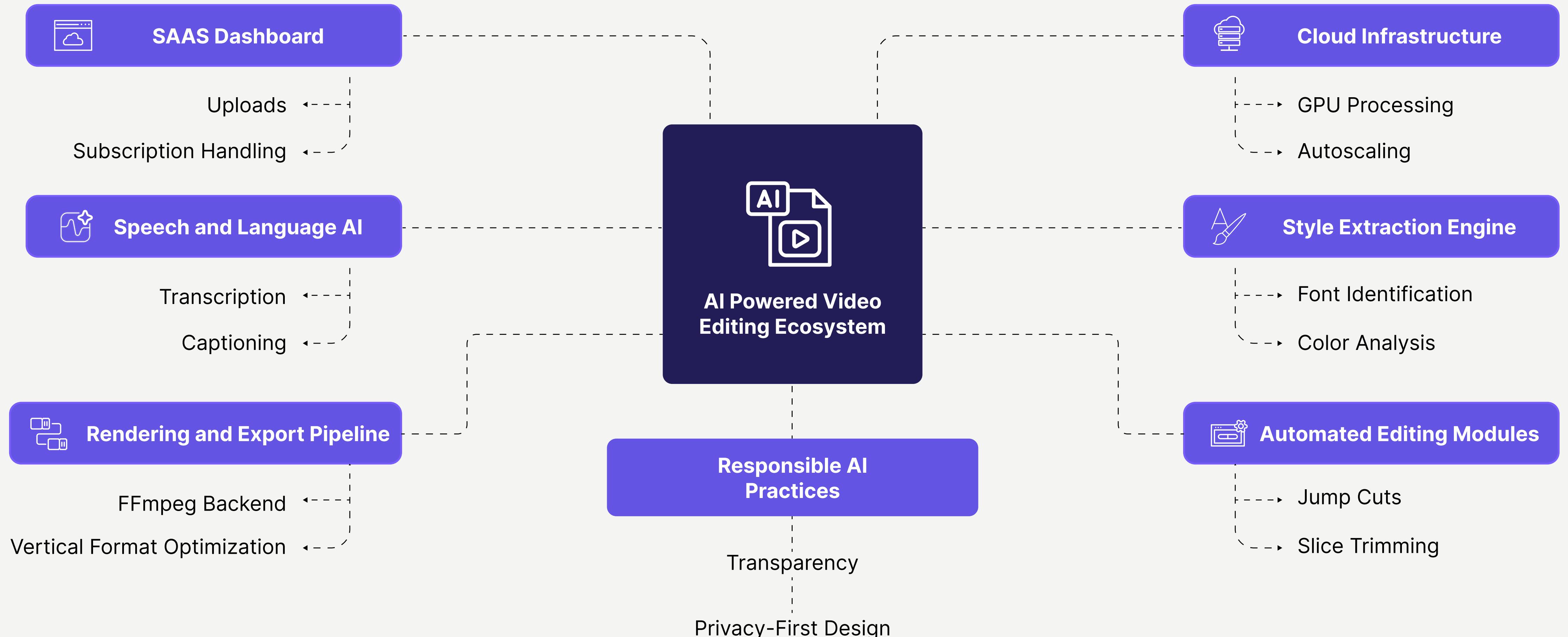


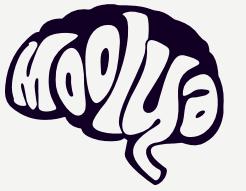
## Cloud-Native & Secure Performance

GPU-accelerated pipelines with autoscaling and CDN delivery, secured with role-based access and compliance-aligned data protection.



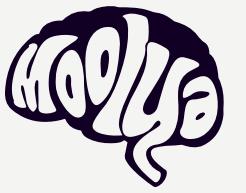
# Our Solution Overview





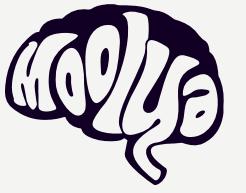
# Proposed High-Level Engineering Plan and Delivery

S>No	Task	Activity
01	Discovery & Alignment	<ul style="list-style-type: none"><li>Finalize user workflows, reference style taxonomy, and architecture design.</li><li>Define MVP features, style parameters, and database schema.</li></ul>
02	Data Preparation & Reference Analysis	<ul style="list-style-type: none"><li>Preprocess sample reference videos.</li><li>Build normalization and tagging pipeline.</li><li>Document reproducible preprocessing steps.</li></ul>
03	AI/ML Model Development	<ul style="list-style-type: none"><li>Speech transcription (English + Hindi).</li><li>Silence detection and jump cut logic.</li><li>Caption generation with style replication.</li><li>B-roll/music suggestion module.</li></ul>
04	Rendering & Export	<ul style="list-style-type: none"><li>FFmpeg-based integration.</li><li>Presets for Instagram/TikTok reels.</li><li>Automated export workflows.</li></ul>

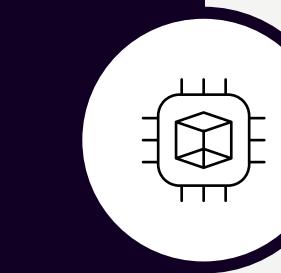


# Proposed High-Level Engineering Plan and Delivery

S>No	Task	Activity
05	SaaS Platform Development	<ul style="list-style-type: none"><li>User dashboard with upload, preview, style profiles.</li><li>Subscription, billing, and admin monitoring features.</li><li>Team role-based access.</li></ul>
06	Cloud Infra & Scalability	<ul style="list-style-type: none"><li>GPU-powered pipelines.</li><li>Object storage + CDN.</li><li>Autoscaling, monitoring, alerting.</li></ul>
07	Documentation & Handover	<ul style="list-style-type: none"><li>Developer &amp; user documentation.</li><li>Training sessions (live/recorded).</li></ul>

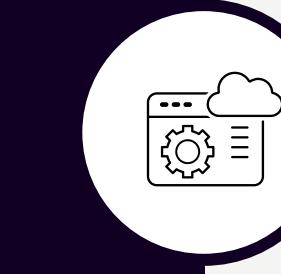


# Estimated Outcomes



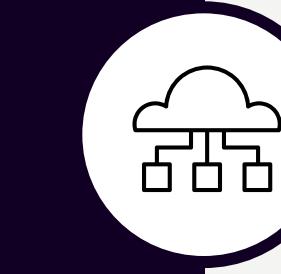
## AI Modules

Trained AI for transcription, captioning, B-Roll, and style analysis. This ensures high-quality content creation.



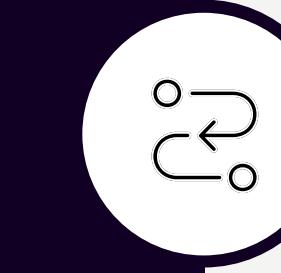
## SaaS Dashboard

A dashboard for account, subscription, and style management. It provides a centralized control panel.



## Cloud Infrastructure

Secure, GPU-enabled cloud infrastructure. This provides the necessary computing power.



## End-to-End System

System to convert talking-head videos into reels. It streamlines the content creation process.

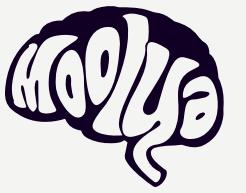


## Client Training

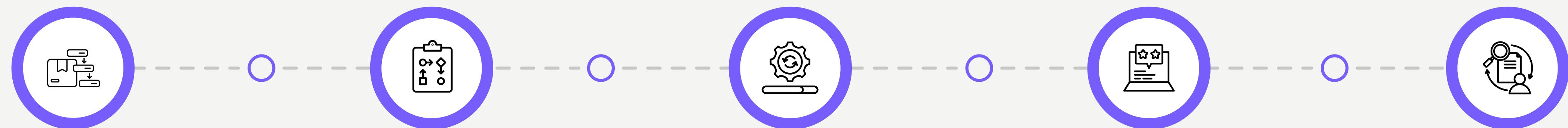
Documentation and training for client teams. This ensures effective system utilization.

# Assumptions

1. All cloud, SMS/notification gateways, and third-party licence fees are borne by the client.
2. Infrastructure keys remain in the client's control; Moolya deploys only within those accounts.
3. A dedicated client Product Owner is available for sprint ceremonies and day-to-day clarifications.
4. Client supplies brand guidelines, legal disclaimers before design starts.
5. **Pilot data:** at least three months of anonymised case study samples are provided to bootstrap AI models .
6. Baseline performance tests target will be handled; higher loads may require additional infra.
7. Delays in API credentials, compliance approvals, or data access will proportionally extend effort and cost.
8. Any additional scenarios/APIs treated as change requests.
9. Iterations beyond agreed scope billed additionally.



# Sprint Model & Workflow Rhythm



## Sprint-based Delivery

Work will be broken into structured sprints with clear objectives, demos, and feedback loops.

## Adaptive Planning

Each sprint will begin with a scope review and planning activity involving both teams.

## Progress Syncs

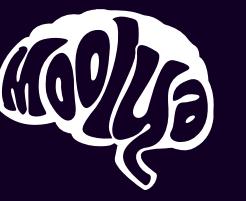
Regular check-ins will be scheduled to ensure visibility, unblock issues, and incorporate feedback early.

## Demo & Review

At the end of each sprint, demonstrable outcomes will be shared, with room for iteration or course correction.

## Retrospectives

Conducted periodically to refine collaboration and optimize delivery practices.



# Thank You!