



Beta: Testing the Waters

"Over the past few years, our beta platform 'Ellam' has been rigorously tested across three diverse domains, engaging over 100 enterprises. It has empowered these businesses to go online within hours, enabling them to create profiles, define their service catalogs, and reach digital customers through dedicated web links. Integrated with a pre-built payment gateway, Ellam facilitates **E-commerce, D-commerce, and Q-commerce** as plug-and-play solutions, streamlining the process for businesses to connect with the digital marketplace."



Yatra: Journey of Insights

"Yatra—our exploratory journey through the market—involved conducting over 500 user interviews and engaging with 5,000 active users, boasting a remarkable 75% repeat order rate. These in-depth interactions have provided us with invaluable insights into the unique challenges faced by rural enterprises, shaping our tailored solutions. This journey not only deepened our understanding but also propelled us to a finalist position in the **National Startup Awards 2023**, significantly enhancing our bootstrapped journey."



Parinama: The Transformation

"Crafted in Kerala—India's hub of high IT literacy—'Naamaa' has undergone extensive beta testing, rigorous refinement, and transformation. This platform is more than just digital space; it's a tool crafted for transformation. Tailored with AI-driven insights and a mobile-first design, 'Naamaa' caters especially to users aged 60 and above, **simplifying digital adoption for first-time tech users** and providing new opportunities for seasoned digital consumers."

Naamaa.in : Transforming Digital Commerce

"Mark your calendars for November 17th—the nationwide launch date for 'Naamaa'. This culmination of years of beta testing, reshaping, and redesigning has produced a platform meticulously developed with real-world applications and augmented by the latest technological advancements. Experience a service that bridges traditional business practices with modern digital strategies, **enhanced with AI technology**. Witness the unveiling of a product specifically tailored to empower the digital future of rural enterprises."

