

**THE LOOSERS COMPANY**  
BUILDING THE FUTURE

# About Us

At ***TheLoosersCompany***, we turn bold ideas into powerful digital experiences. We are a full-spectrum tech company delivering innovative solutions across all domains — from stunning ***UI/UX designs*** and immersive ***AR/VR*** experiences to robust ***web and mobile development***, cloud infrastructure, ***DevOps, AI, and content creation***.

Driven by creativity and backed by technology, our team thrives on solving complex challenges and building scalable, future-ready products. Whether you're a startup aiming to disrupt or an enterprise looking to evolve, we bring the strategy, design, and engineering expertise to help you succeed in the digital world.

We don't just build — ***we transform***.

# Our Vision



“

To design, build and sustain breakthrough ***digital experiences*** for the world's leading brands and organisations.

# Our Mission



“

Creatively combine content,  
media, data and technology  
to build *digital solutions* that  
deliver business results.

# Our Services



## UI/UX

- Design captivating, user-friendly interfaces for websites, apps, and software.
- Conduct workshops and research for optimal user experiences.
- Create immersive 3D environments and interactive designs.



## Web and Application Development

- Build dynamic websites, microsites, and captivating landing pages.
- Develop eCommerce platforms, web apps, and seamless mobile apps for online success.
- Design enterprise-grade business applications and deliver cutting-edge AR/VR/XR experiences for brand engagement.



## Graphics and Content Creation

- Writing compelling website copy, blog articles, and interface content.
- Designing eye-catching banners and visually appealing infographics.



## Cloud Services & DevOps

- Ensure reliable website and app hosting.
- Optimize servers for peak performance, including advanced configurations like autoscaling.
- Flexibility with "Bring Your Own Cloud," supporting AWS, Digital Ocean, Heroku, etc., and offering dedicated bare metal servers for control.



## AI Customized Solutions

- Intelligent Insights: Extract meaningful patterns from unstructured data.
- Personalized Content: Generate tailored, brand-aligned content at scale.
- Next-Gen Experiences: Transform audience engagement with advanced AI.

# Our Clients & Partners

*\*Some of them*



**dentsu Deloitte.**

# Our Promise



“

Design for *experiences*,  
Build for *outcomes*.

# What Do We Mean By Experience?



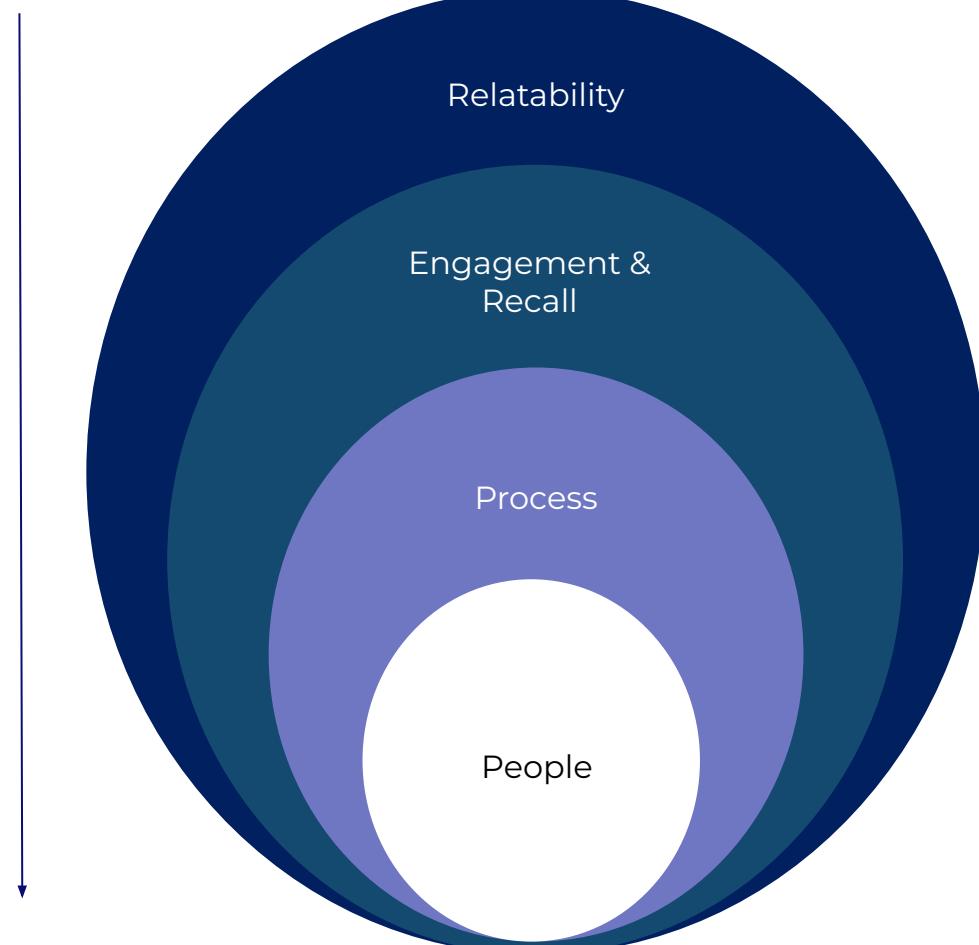
# Taking A People Focussed Approach

Using content, imagery and design to build familiarity and the sense of "this page is speaking to me"

Designing for interactions that drive engagement and build recall. E.g. interactive forms, product demos, recommendation wizards etc.

Linking a user's experience with processes that fulfil their goals in a business aligned manner such as initiating an enquiry, or placing an order

Connecting the audience with relevant stakeholders for the interactions they have performed. E.g. Orders->Customer Support, Leads->Sales Consultants and so on



### Brief

Beautiful Homes, an interior design service by Asian Paints relies on physical interactions between leads and designers to deliver their interior design service.

### Challenge

- Beautiful Homes designers are expected to be able to suggest relevant ideas and recommendations within the first meeting, the first impressions is make or break
- These designers don't know much about the customers they are meeting when they are meeting for the first time, often resulting in meetings where the designer is on a completely different page and is presenting ideas that are not relevant to the lead
- During COVID there were even fewer opportunities to meet with leads and understand their tastes, preferences and requirements

### Approach

- A digital twin of a customer's profile was created by building a first party data solution in the form of a quiz.
- The quiz was designed to create a style/taste profile of each customer to better inform the client's teams on how to create design palettes and moodboards for customers at scale.
- A content management system was provided to allow the Asian Paints team to change the questions, add/modify options, as well as alter scoring/classification/segmentation parameters.

Question 3/12

## What furniture style do you prefer in your Living Room?

Style your space. Pick your favourites.

[PREVIOUS](#)[NEXT](#)

Like



Dislike

## Customer Style Profile Quiz

Question 1/12

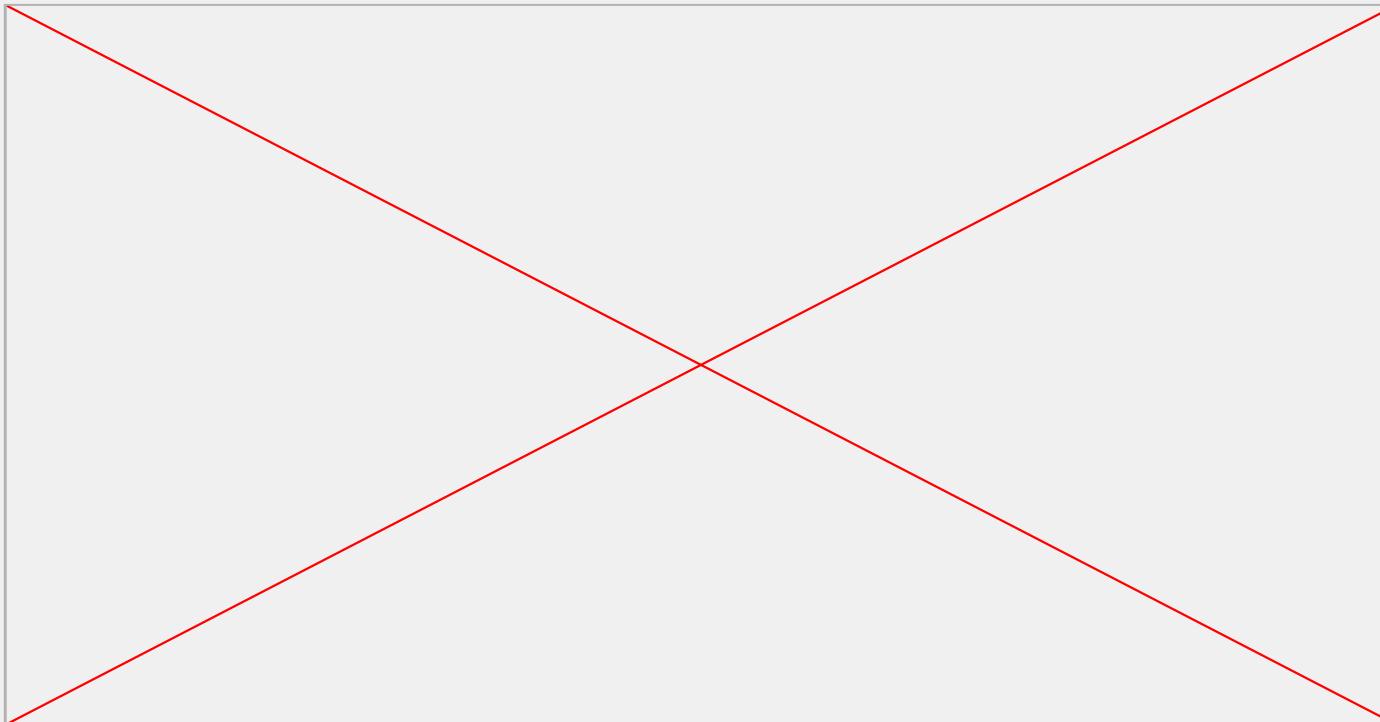
### Which living room space is your favourite?

You can pick only two. Choose wisely

[NEXT](#)

# Customer Style Profile

## Quiz Journey Animation



Desktop View

# Designer Report - Summary

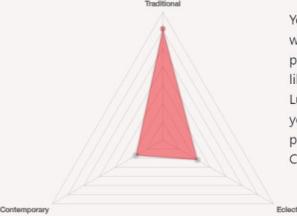
 BEAUTIFUL HOMES with aesthetics

100% Completed

Thank you! Your results are here.

Psst: Our design team has also received your detailed report to further help you.

**61%** Your home décor style is traditional



You gravitate towards timeless pieces, wooden furniture, antiques, and classic art pieces. Your aesthetic is rooted in textures like wood, handloom, brass and silverware. Luxury and tradition go hand in hand for you. A Pichwai or a Mughal miniature painting would sit well next to a Chesterfield sofa in your home.

**Style Tip**

Add Lamps with silk shades, Indian motifs, wall sconces, or try out floor lamps to retain that old-world charm.

**Style Tip**

Add a piece of history to your space with a handcrafted wall frame or traditional rug.

**Your other style preferences**

**22%** Eclectic

Furnishings are a great way to bring this style into your space without overpowering the room. Your eclectic style welcomes a pop of a geometric pattern, animal print, along with the one piece of curved or rounded furniture to smoothen the edges.

**17%** Contemporary

Plants/ flowers in large, yet dramatic containers and a few elements in a neutral colour (white, black, grey or beige) would make a space look complete to you.

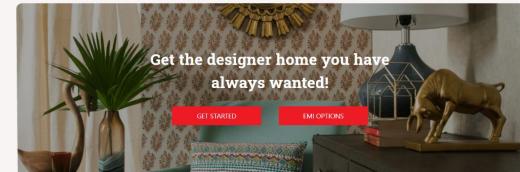
Share Your Decor Style



[Retake Quiz](#)  [Download Report](#) 

## Quiz Report

Speak to our team to get this look



Articles that may interest you



Indian bedroom designs: how to create an ethnic vibe  
Rajshri Balwani



Explore the world of regional Indian decor objects  
Roshni Gopal Rao



Thinking of buying Indian art? This is a good place to start...  
Sai Dini

# Designer Report - Moodboard

Customer Style Profile Quiz

**Designer Report**  
12th December, 2020 | Abhishek Sharma

**ap BEAUTIFUL HOMES  
with asianpaints**

### Mood Board

#### Spaces



Traditional



Contemporary

#### Furniture



Traditional



Contemporary



Contemporary

#### Products



Contemporary



Eclectic



Traditional



Eclectic



Traditional

#### Colours

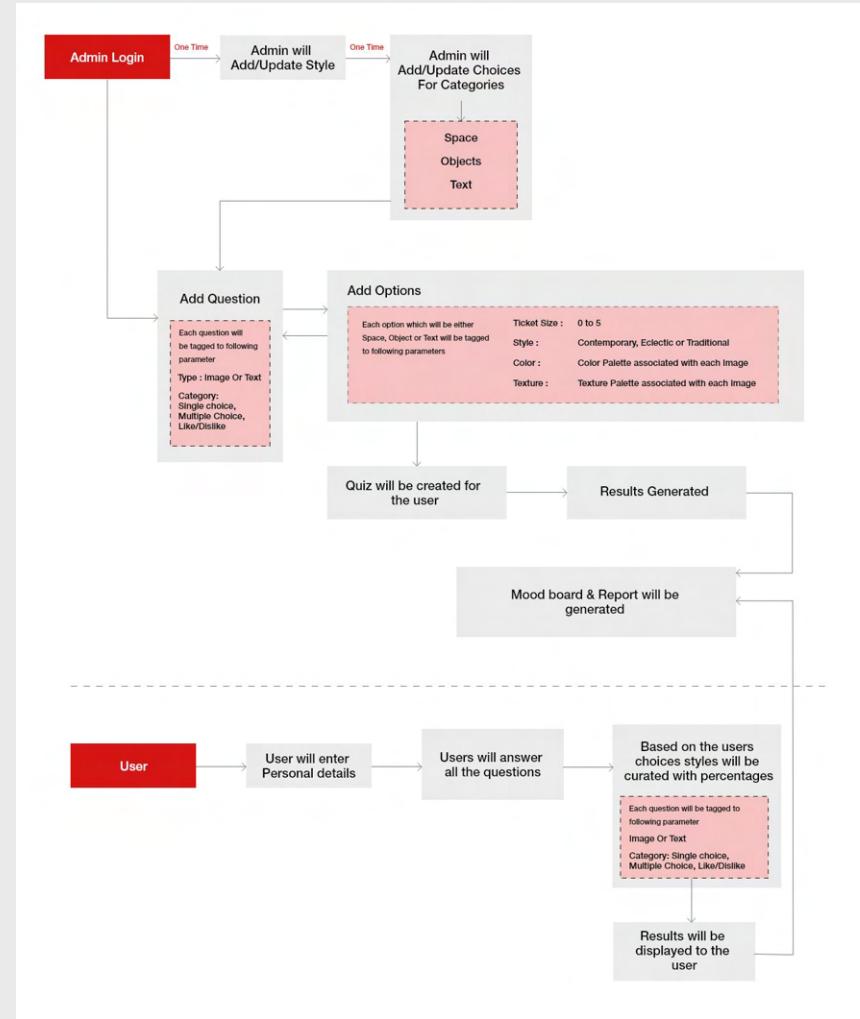


#### Textures



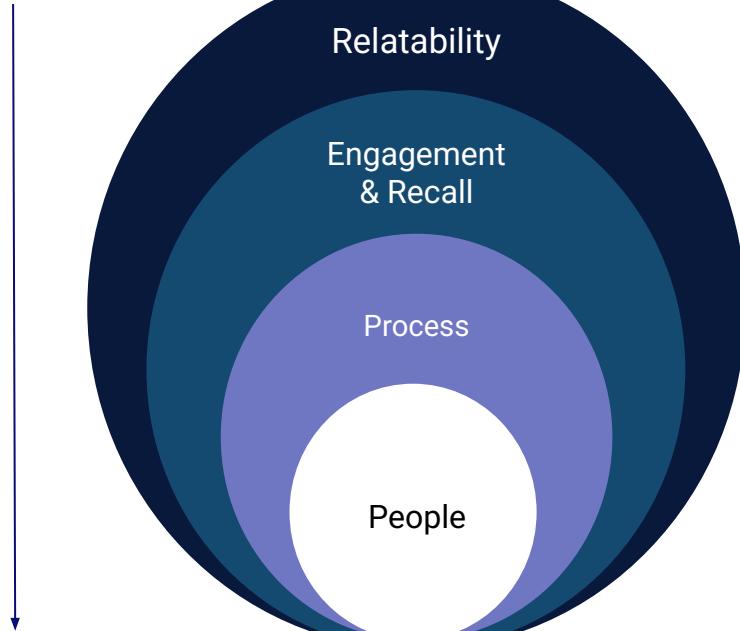
2

# Admin Flow



## The Noesis Experience Model at Work for Beautiful Homes:

- **Relatable:**  
Using images customers are familiar with to get their tastes and preferences
- **Engagement & Recall:**  
A fun and interactive experience, a personalised report
- **Process:**  
Improving the process by enabling the customer to better express their preferences
- **People:**  
Connecting leads with designers with a greater degree of customer understanding



## Case Study 2: Bill and Melinda Gates Foundation

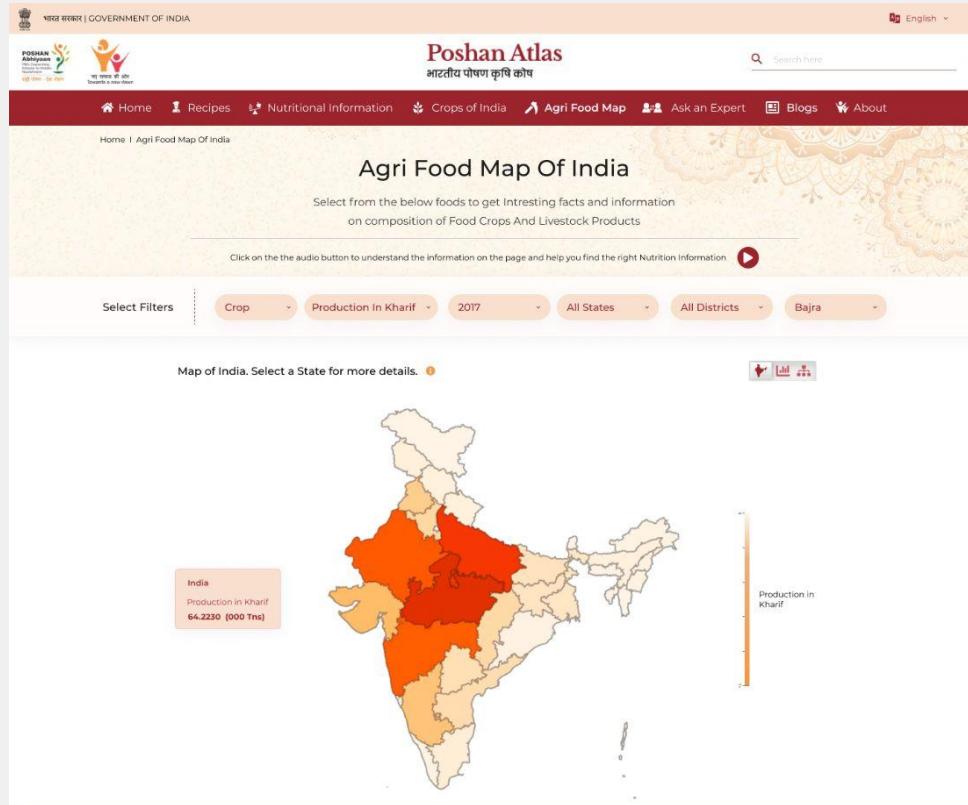
### Brief

The Bill and Melinda Gates Foundation, in collaboration with the Ministry of Women and Child work together to address challenges related to malnutrition and food diversity in India.

### Challenge

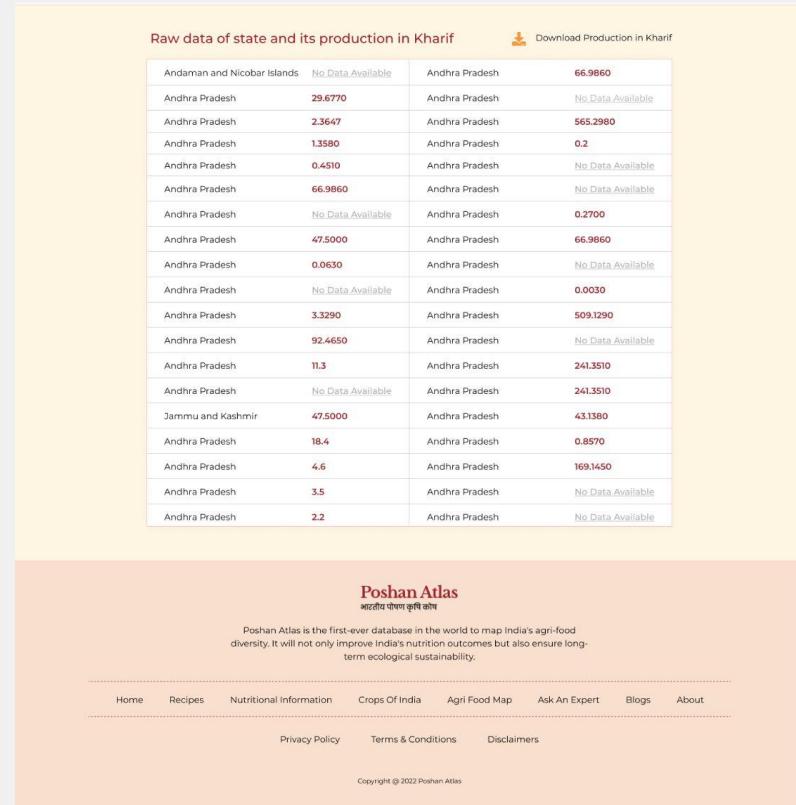
- Find an engaging yet easy to use interface to enable people to consume and learn from complex nutritional datasets
- Use the internet to build a community around celebrating India's food diversity and helping others learn about locally available indigenous foods, grains, millets etc
- Provide a source of truth for nutritional data for foods/recipes unique to India

# Agri-Food Map Of India



# Poshan Atlas

## भारतीय पोषण कृषि कोष



# Nutritional Value

Go Back

Indian Food Composition Table The Indian National Food Sampling and Analysis Programme, 2017

## ALMONDS

\*Nutritional values of Almond per 100 gms.

Calcium (mg)	609.0	Carbohydrates (g)	3.0
Protein (g)	18.4	Fat (g)	58.5
Iron (mg)	4.6	Calcium (mg)	228.0
Zinc (mg)	3.5	Sodium (mg)	1.5
Cholesterol (mg)	2.2	Total Free Sugars (g)	2.2
Total Saturated Fatty Acids (mg)	4358.0	Total Mono Unsaturated Fatty Acids (mg)	0.0
Total Poly Unsaturated Fatty Acids (mg)	0.0	Total Dietary Fibre (g)	13.1
Folic Acid (ug)	36.5	Vitamin A Retinol (ug)	0.0
Vitamin B1 Thiamine (mg)	0.2	Vitamin B2 Riboflavin (mg)	0.3
Vitamin B3 Niacin (mg)	3.7	Vitamin B5 Pantothenic Acid (mg)	0.7
Total B6 Pyridoxine (mg)	0.1	Vitamin B7 Biotin (ug)	2.4
Vitamin B9 Total Folates (ug)	609.0	Vitamin C Ascorbic Acid (mg)	0.7
Vitamin B9 Total Folates (ug)	11.3		



GOVERNMENT OF INDIA  
POSHAN ATLAS  
पोषण अटलस

Home | Nutritional Information | Crops of India | Agri Food Map | Ask an Expert | Blogs | About

Search term

Nutritional Information

Read Nutritional Information on Foods from the list or simply select from the below foods to get Interesting facts and Information on composition of Food Crops And Livestock Products

Click on the audio button to understand the Information on the page and help you find the right Nutrition Information

Select Foods

 <b>ALMONDS</b> *Nutritional values of Almond per 100 gms.	<a href="#">View Details &gt;</a>
 <b>APPLES</b> *Nutritional values of Apples per 100 gms.	<a href="#">View Details &gt;</a>
 <b>AREKANUT</b> *Nutritional values of Arekanut per 100 gms.	<a href="#">View Details &gt;</a>
 <b>BANANA RIPE</b> *Nutritional values of Banana Ripe 100 gms.	<a href="#">View Details &gt;</a>
 <b>BAJRA</b> *Nutritional values of Bajra per 100 gms.	<a href="#">View Details &gt;</a>
 <b>BOTTLE GOURD</b> *Nutritional values of Almond per 100 gms.	<a href="#">View Details &gt;</a>
 <b>BROAD BEANS</b> *Nutritional values of Almond per 100 gms.	<a href="#">View Details &gt;</a>
 <b>CABBAGE</b> *Nutritional values of Almond per 100 gms.	<a href="#">View Details &gt;</a>
 <b>CARDEMOM</b> *Nutritional values of Almond per 100 gms.	<a href="#">View Details &gt;</a>
 <b>CARROT</b> *Nutritional values of Almond per 100 gms.	<a href="#">View Details &gt;</a>

LOAD MORE FOODS

## Diet of a pregnant woman or a lactating mother

Diet of a pregnant woman or a lactating mother directly impacts the health and future growth of a baby. Locally available and traditional food items are best options that can be sourced to ensure every woman eats well and consumes wholesome food through the day. The WCD ministry in association with NIN, Hyderabad has prepared regional diet charts that provide specific food options with desired nutrition value and are easily available in those states.



## Healthy Recipes for All

This section has recipes adapted from the manual called, "Basic Food Preparation" developed by authors Raina Usha, Kashyap Sushma, Narula Vinita, Thomas Salila, Suvira, Vir Sheila & Chopra Shakuntala. This manual integrates the science of nutrition by providing nutritive value of over 500 recipes. It is an invaluable sourcebook for dietitians, doctors, nutritionists and researchers to understand as well as guide patients the methods of preparation of different foods and their nutritional values.

[Northern India](#)

[Eastern India](#)

[North East India](#)

[Western India](#)

[Southern India](#)

## The Noesis Experience Model at Work for **Poshan Atlas**:

- **Relatable:**

**Persona focussed** content E.g. Nutritional guidelines for young mothers

- **Engagement & Recall:**

**A fun and interactive** 'agri-food map of india' experience, a state-wise report on crops

- **Process:**

**Enhancing process** by enabling the customer to better express their preferences

- **People:**

**Providing recognition** with 'submit your own recipe' with a greater degree of user interaction



## Case Study 3: Bill and Melinda Gates Foundation



### Brief

In continuation of their mission to use technology to address malnutrition and awareness about India's food diversity, BMGF along with the Ministry of Women and Child wanted to create an interactive and captivating platform that educates children about nutrition, providing a user-friendly and enjoyable learning experience.

### Challenge

- Develop a child friendly and engaging way to discover and learn about malnutrition, India's food diversity and the important of nutrition
- The source data is highly technical and difficult for most adults to understand, let alone something that is accessible to children.
- The mobile application would have to adhere to the governments information technology privacy and security policies and comply with the National eGovernance Divisions (NeGD) directives

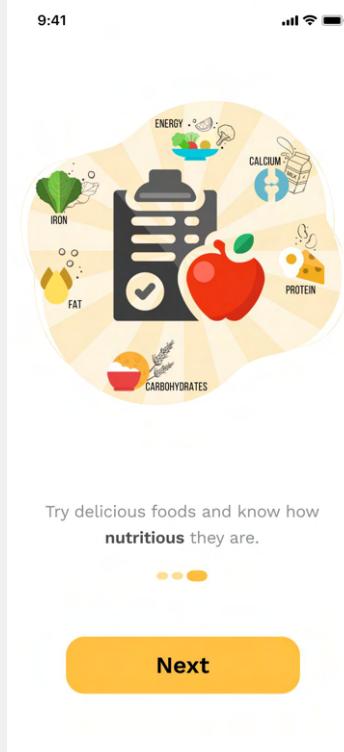
## Brand: Poshan Atlas (Kids APP)



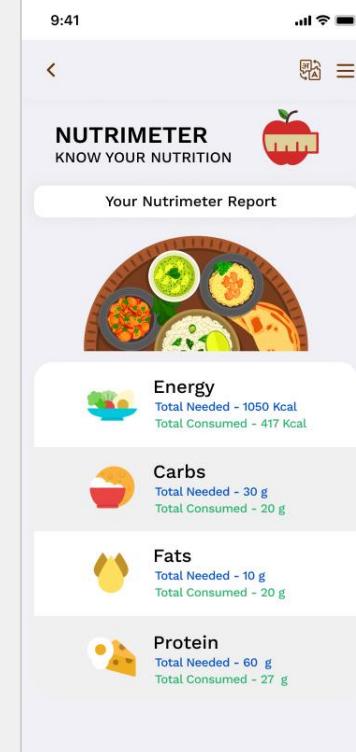
### Approach

- The features that kids engage with were meticulously thought through and collaboratively shaped to bring the app to life.
- These features encompass Onboarding, Poshan Games, Poshan TV featuring educational videos, Poshan Tips and Facts, and fun food ideas filled with nutritional recipes.
- Every feature was designed with interactivity in mind, enabling kids to learn while actively engaging with the platform.
- The content management backend was developed to facilitate seamless and eased maintenance of the platform.

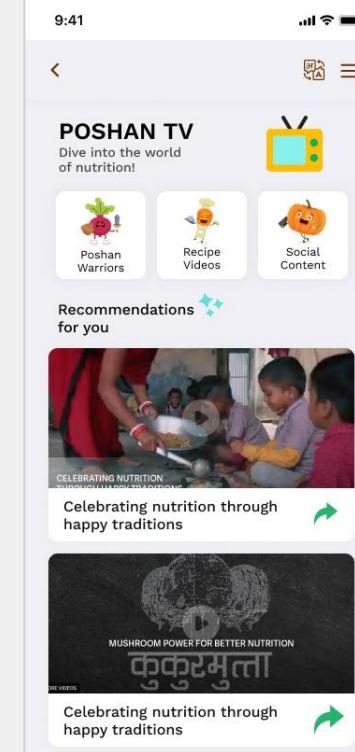
# Features in Poshan Atlas App



Home



Nutrimeter



Poshan TV

## The Noesis Experience Model at Work for Poshan Atlas (Kids APP):



- **Relatable:**  
Tailored content for young minds, such as interactive nutritional games and educational videos designed specifically for children.
- **Engagement & Recall:**  
A captivating kids to explore a vibrant world of nutritional knowledge through interactive games and engaging activities. Additionally, state-specific fun facts and quizzes to enhance recall.
- **Process:**  
Simplified user interface and interactive learning paths, allowing children to express their preferences and navigate the app effortlessly.
- **People:**  
Encourage user participation with features like Nutri meter provides a sense of recognition but also increases user interaction and involvement.



# The Noesis Experience Model At Work

A Case Study On Our Work For Netflix



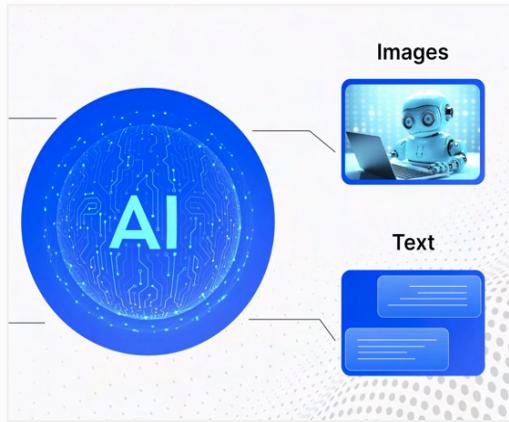
## Brief

To create an AI-powered whatsapp bot to promote Netflix's new series, Killer Soup.

## Goals of this project

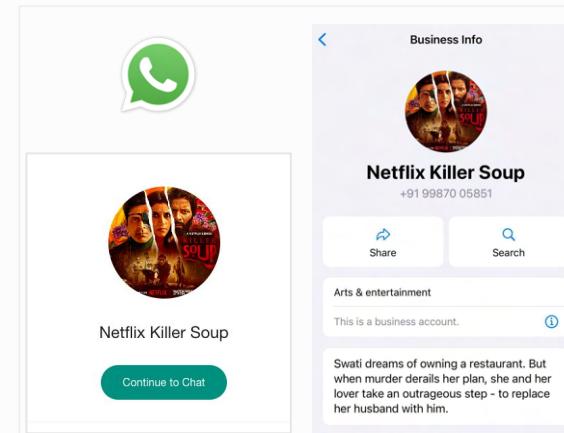
- **Increase brand awareness:** Raise awareness about the series during its release window.
- **Engage with audience:** Tease themes and motifs of the series to the prospective audience.
- **Organic promotion:** Package the user experience in a manner that could be promoted in an organic fashion by Netflix and cast members.

## Our Approach



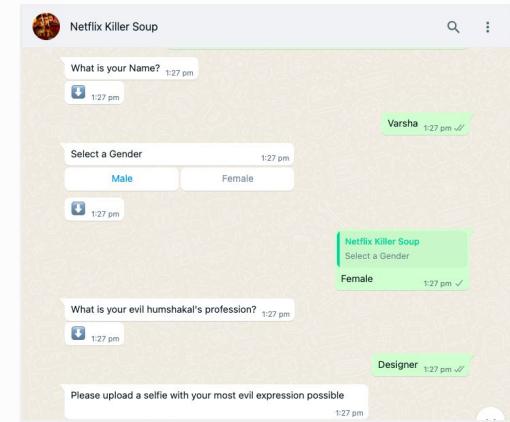
### Generative AI for text and image generation

We recommended that we use a generative AI approach that not only addressed text, but also image generation for an added degree of personalization and user delight.



### WhatsApp Chatbot

The solution was made available through a WhatsApp chat bot so that user's could easily access and interact with the experience.



### Key theme: Evil Doppelganger

A key theme of the show; that of an evil doppleganger was selected and we applied this to the application so that the user was able to input the name and profession of their evil doppleganger, upload a selfie and then receive a unique trump card that was populated entirely by generative AI.

# Brand: Netflix (Killer Soup)

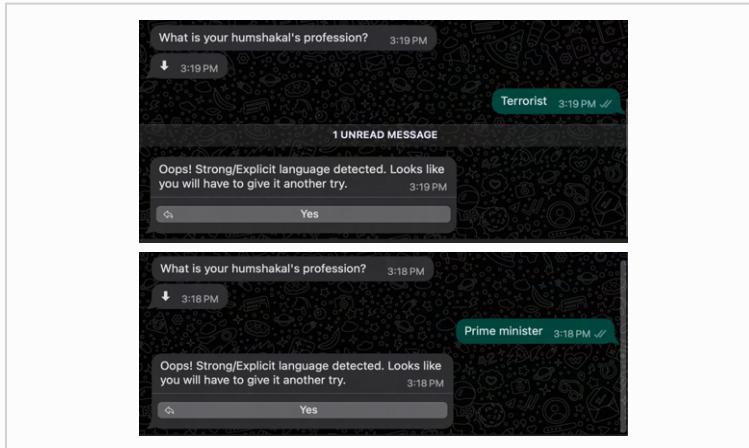


## Addressing challenges

### Cultural alignment

The AI had to generate output that was culturally in line with the audience. Thus it was trained to use trending pop culture references and generate content in "Hinglish" a mix of Hindi and English words that is popularly used by the intended target audience.

Name: Khatman  
Gender: Male  
Profession: Batman



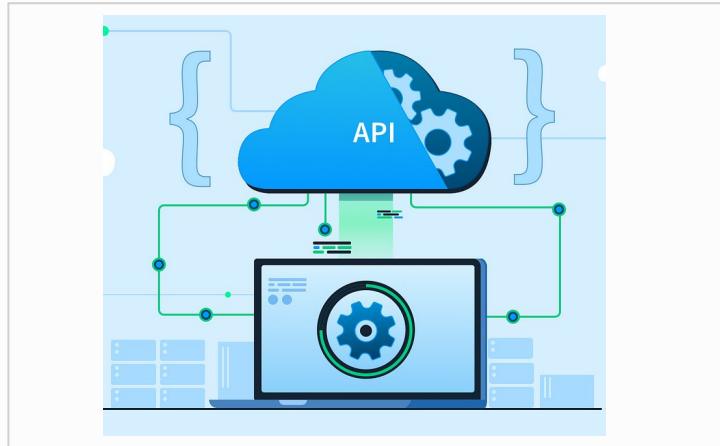
### Screening input and output

As the final output had branding on it, it was of paramount importance that all input and output was screened extensively for profanity, sexuality, gore and political messaging to ensure safe use of the platform.

## Addressing challenges

### Scalable API

Traffic and virality was expected from the campaign and the API layer that was developed needed to be built to sustain and be scalable enough to support a large volume of concurrent users.



# User journey and outputs



## AI Fields



## Input



## Our favorite trump cards generated



# User journey and outputs



## AI Fields



## Input



Our favorite trump cards generated



# User journey and outputs



## AI Fields



## Input

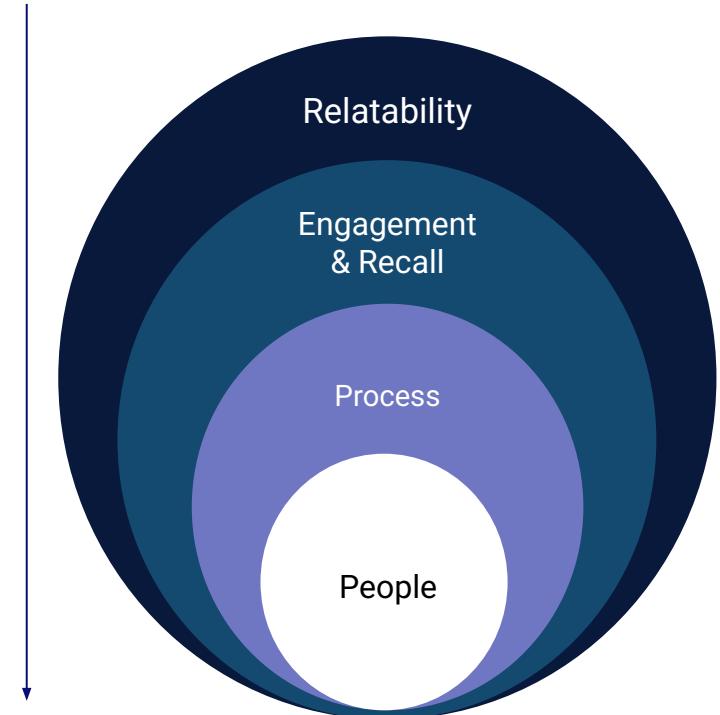


## Our favorite trump cards generated



## The Noesis Experience Model at Work for Netflix (Killer Soup):

- **Relatable:**  
Tailoring content for viewers with personalized recommendations based on their watching habits, ensuring that users feel a deeper connection to the Killer Soup series.
- **Engagement & Recall:**  
Introducing an immersive 'Killer Soup Challenge' within the app, where users can solve mysteries related to the series, enhancing engagement and fostering better recall of plot intricacies.
- **Process:**  
Streamlining the viewing process by incorporating AI-driven algorithms that suggest ideal watching times, enhancing user experience and satisfaction.
- **People:**  
Encouraging user involvement through a 'Create Your Killer Soup Plot Twist' feature, allowing users to submit their unique ideas and potentially influence future storylines. This increased level of interaction provides a sense of recognition and involvement within the Killer Soup community.



# Outcomes

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## 4000 unique trump cards

was generated by the bot over the course of a weeklong period based on user inputs.

## 90% through rate

among 1800 unique users who inputted the name and profession of their evil doppelganger.

## ~2000 unique users

clicked on the whatsapp chat CTA placed in social media promotions.

## 89% user journeys

completed at least once among ~1600 unique users.

Try the chatbot by scanning on this QR Code:



# The Noesis Experience Model At Work

A Case Study On Our Work For Now You Know



### Brief

Develop a social mobile application that keeps users informed about their friends' visits to different cities and facilitates the exchange of personalized recommendations for activities, dining, and attractions in visited locations. The app is founded on the belief that the most valuable suggestions come from friends, making it the central theme of the user experience.

### Challenge

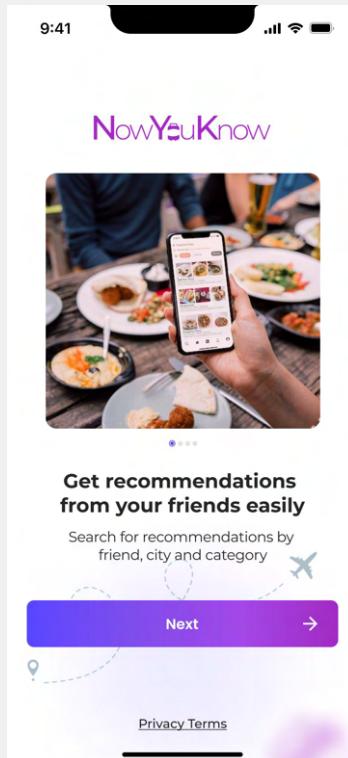
- Seamless integration of social features for a cohesive user experience.
- Utilizing Google Maps to enhance the exploration of new places, adding trips, and showcasing wishlists.
- Implementing a home feed and reviews using Getstream for continuous influx of new content.
- Ensuring scalability in terms of app speed and quicker image loading.
- Efficient messaging system for in-app communication among friends.
- Implementing notifications for friend requests, trip details, and other relevant updates.
- Designing a user-friendly interface to prevent confusion.

## Approach

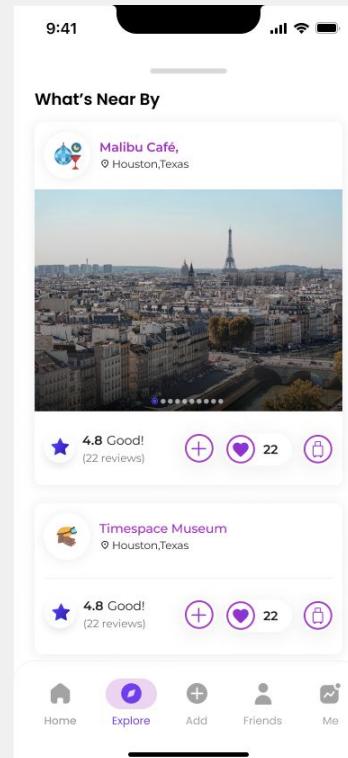
- **User-Centric Design:** Prioritizing a user-centric design to maintain app simplicity and intuitive navigation, placing emphasis on core features.
- **Social Media API Integration:** Leveraging Getstream for seamless integration of feeds and messages, with user storage on MongoDB for optimal performance.
- **Implementing Location Services:** Relying on Google Maps integration to power the Explore functionality, showcasing user reviews, trips, and wishlists within the app.
- **Scalable Architecture:** Designing and implementing a scalable architecture to accommodate a growing user base, ensuring consistent and smooth app performance.

# User journey and outputs

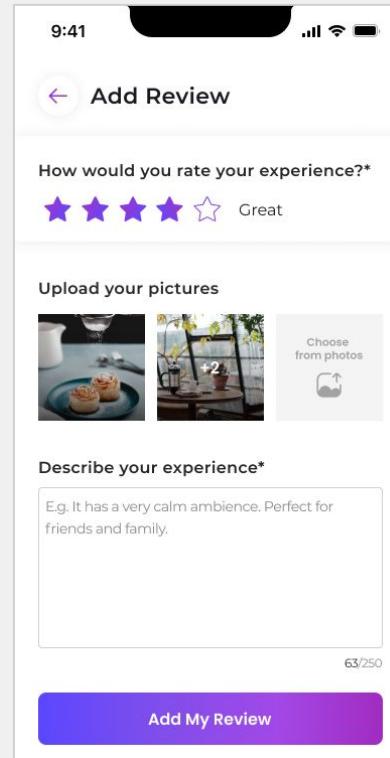
NowYouKnow



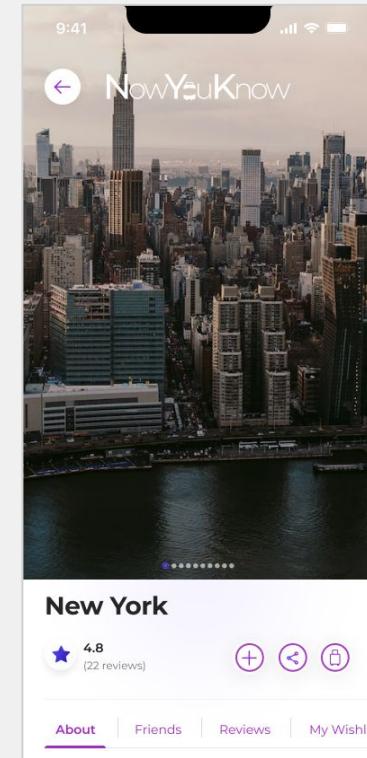
Onboarding



Explore



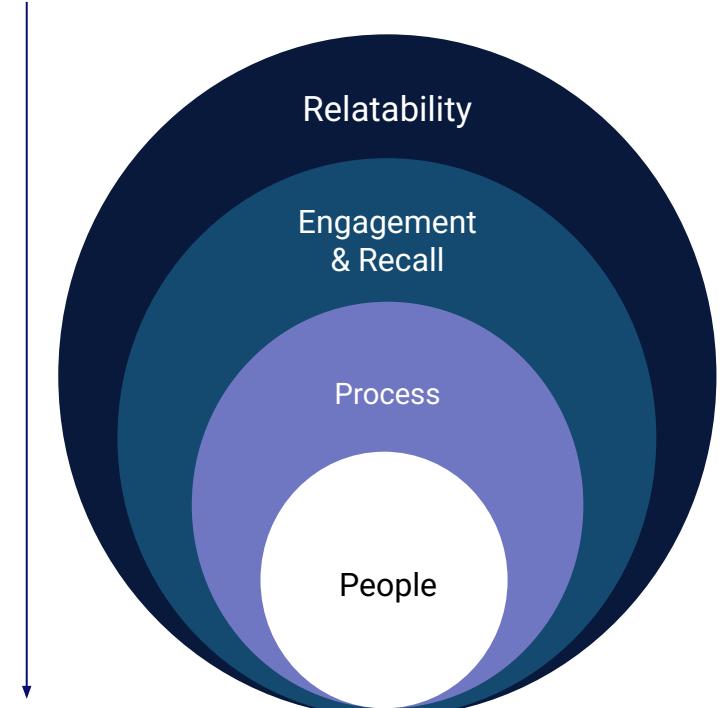
Add reviews



Location details

## The Noesis Experience Model at Work for Now You Know:

- **Relatable:**  
Personalized content tailored to individual preferences and past activities, ensuring that users feel connected to the app's recommendations and their friends' experiences.
- **Engagement & Recall:**  
Introducing interactive features that visually displays friends' travel plans and past trips, enhancing engagement and improving recall of shared experiences. Additionally, providing personalized trip suggestions based on past activities and friends' recommendations keeps users engaged with the app.
- **Process:**  
Improving the user experience by enabling seamless sharing of recommendations and trip details among friends, streamlining the process of discovering and planning activities together.
- **People:**  
Encouraging user participation by submitting their own travel experiences and recommendations. This fosters a sense of community and recognition within the Now You Know platform, enhancing user interaction and engagement.



# The Noesis Experience Model At Work

A Case Study On Our Work For Mithibai (NMIMS)



## Brief

To rebuild a theme-based website for Mithibai College that helps visitors know about the programs, admission process and ecosystem within the institute.

## Challenge

- The existing website was a decade old and Mithibai wanted to explore new youth + parent oriented website which helped students be up to date with the college and helping parents make the right decision for their child.
- The team explored various themes for the website among sea of different themes focusing on showcasing key elements required for the website.
- The website was loaded with a lot of information therefore it became increasingly important for us to be subtle in approach to showcase information without bombarding the users with numerous clicks on the website.
- Finding the right theme based on the requirement of Mithibai.

### Approach

- We proposed using a pre-design theme that is close to the aesthetic desired. Theme provides a complete design for your wordpress website.
- We Decided to use the theme as guiding principles and build a website which solved the purpose of Mithibai.
- The Idea was to use elements from the theme and apply it in places where it was necessary. We studied the content which had to go on the website and uses the theme elements to implement them on the website.
- We created a intuitive navigation flow for the user to find the information they are looking for and highlight Important pages in Mithibai website.
- The website was text heavy and with lot of information so we redesigned the website with a proper hierarchy in the content flow.

# Navigation



Mithibai College of Arts,  
Chauhan Institute of Science &  
Amrutben Jivanlal College of Commerce and Economics  
(AUTONOMOUS)

Affiliated to University of Mumbai

**NAAC Reaccredited 'A' Grade, CGPA : 3.57 (February 2016)**  
Granted under RUSA for Enhancing Quality & Excellence in select Autonomous Colleges  
GRANTED UNDER RIST-DST & STAR COLLEGE SCHEME OF DBT, GOVERNMENT OF INDIA  
BEST COLLEGE (2016-17), University of Mumbai

Adjust text size A | A | A

About Us Admissions Academics Departments Notice Board Associations/Events Research Student Support Careers RUSA IQAC Contact Us

Old

Mithibai College of Arts, Chauhan Institute of Science & Amrutben  
Jivanlal College of Commerce and Economics  
(AUTONOMOUS) Affiliated to University of Mumbai

**NAAC Reaccredited 'A' Grade, CGPA: 3.57 (February 2016)**

Home About Us Academics Student Life Research IQAC

Type to search...

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New

# Navigation

Old



Home > Academics > Degree College > Arts

[About Us](#) [Admissions](#) [Academics](#) [Departments](#) [Notice Board](#) [Associations/Events](#) [Research](#) [Student Support](#) [Careers](#) [RUSA](#) [IQAC](#) [Contact Us](#)

[Junior College](#)  
[Degree College](#)  
[Arts](#)  
[Science](#)  
[Commerce](#)  
[Attendance Norms](#)  
[Examination Details](#)  
[Add-on/Certification Course](#)  
[Syllabus](#)  
[Library](#)  
[Academic Calendar](#)

**Arts**

[Under Graduate](#) [Post Graduate](#) [Ph.D.](#)

- [B.A. Economics](#)
- [B.A. English](#)
- [B.A. Gujarati](#)
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- [Bachelor of Mass Media \(SY and TY\)](#)
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- [B.A. Political Science](#)
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Home [About Us](#) [Academics](#) [Student Life](#) [Research](#) [IQAC](#)  [f](#) [g](#) [in](#)

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**B.A. Economics**  
Course: Economics

**B.A. English**  
Course: English

**B.A. Gujarati**  
Course: Gujarati

**B.A. Hindi**

**B.A. Economics**

**B.A. English**

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Home [About Us](#) [Academics](#) [Student Life](#) [Research](#) [IQAC](#)  [f](#) [g](#) [in](#)

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**Arts**  
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#6651 (no title)

[Postgraduate](#)

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[Certification Course](#)

[Syllabus](#) ▾  
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[Examination Guidelines](#) ▾  
[Attendance Norms](#)

New

# Navigation



Home » Associations/Events » Association » **Alumni Association**

**Alumni Association**

Introduction Activities Committee Members Prominent Alumni Membership

"Never regard your study as a duty, but as the enviable opportunity to learn to know the liberating influence of beauty in the realm of the spirit for your own personal joy and to the profit of the community to which your later work belongs." —Albert Einstein

Mithibai Alumni Association (MAA) welcomes you all to join our great community which endeavours to impart, share and collaborate our collective experience among ourselves, the society and the



Old

New

**Alumni Association**

Introduction Activities Committee Members Prominent Alumni Membership Registration Form

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# Blogs & Press Releases

## Blogs and Press Releases



Hon'ble Supreme Court Decision Regarding Student Attendance

June 13, 2023

Hon'ble Supreme Court decision regarding Student Attendance

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Students Achievements

June 13, 2023

Heartiest Congratulations to Chaitansh Shah from SYBMS for winning Gold Medal in Inter-Collegiate Boxing (Women's)...



MITHIBAI CULTURAL COMMITTEE

June 13, 2023

MITHIBAI COLLEGE (Autonomous) & MITHIBAI CULTURAL COMMITTEE wins the Mumbai Multicity Championship along with 14...

## Events, Achievements & New Programs

### New Programs



M.Com Advanced Accountancy



B.Sc.(Hons.) - Applied Statistics & Data Analytics



M.Com. Business Management

# Better Image Quality

Announcements | Phase - III Applications for Admissions to FYBA / B.Com. / B.Sc. Started ► Junior Co [II]

BROCHURES

M.A. Economics Brochure  
Master of Arts - Economics  
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MERIT LIST 2023-24  
Merit Lists 2023-24 [PDF]

ADMISSION NOTICES DEGREE COLLEGE

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Ignite Your Future,  
Illuminate Your Path!

Admission → Program → Certification Courses →

Admission details for first year and degree college students.

Latest programs from the year 2021-22 and 2022-23.

Where success stories begin: Celebrating our student's achievements

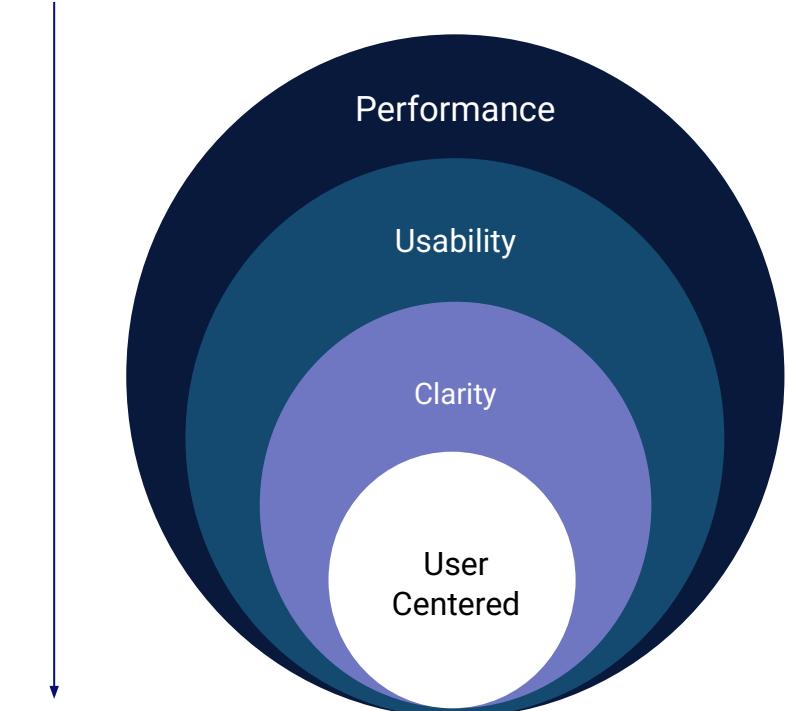
New



# The Noesis Experience Model at Work for Mithibai (NMIMS):



- **Performance:**  
**Optimizing** website speed and responsiveness, contributing to a smooth user experience.
- **Usability:**  
**Persona focussed** Easy to navigate and minimizing confusion for the students.
- **Clarity:**  
Focuses on **clear communication**, ensuring that users understand the information presented on the website.
- **User centeredness:**  
Placing the needs and goals of the users at the forefront.



# The Noesis Experience Model At Work

A Case Study On Our Work For Pattri



### Brief

The goal was to develop a website for Pattri, focusing on showcasing their products, creating a genuine trust amongst the user about authentic snacks from across India, and providing users to buy their products from the website.

### Challenge

- **Brand Representation:** Effectively representing the brand through design, visuals, and content to convey Pattri's identity, values, and unique selling propositions.
- Finding the right Shopify theme which incorporates the brand identity
- **Responsive Design:** Ensuring the website's compatibility and optimal performance across various devices and screen sizes, providing a consistent user experience.

### Approach

- Prioritize a user-centric design approach, emphasizing easy navigation, clear calls-to-action, and an intuitive layout to enhance the overall user experience.
- We Choose a robust e-commerce Shopify theme and integrated it seamlessly into the website, ensuring a smooth and secure online shopping experience for users.
- Maintain consistency in branding elements, incorporating Pattri's visual identity, color scheme, and messaging throughout the website for a cohesive and recognizable brand representation.
- Implement optimization techniques to enhance website performance, including fast loading times, smooth transitions, and efficient resource utilization.

# User journey and outputs

Pattri

- Free delivery on orders above ₹599 - Use code ONTRACK and get 10% off on your first order above ₹850

Shop ▾ About Us Journey Into India

Pattri

Journey into Pattri

Your ticket to discovering India's local food

Pattri treasures



EXPLORE THE RANGE

Explore section

Hero header

Explore our food treasures



Bhel

Chikki

Chips

Murruku

Sev

Halwa

VIEW ALL

# User journey and outputs

Pattri

The screenshot shows the Pattri website homepage. On the left, a sidebar lists categories: All, Bhel, Chikki, Chips, Combo, and Halwa. Each category has a corresponding icon and a list of products. For 'All', there are two products: Thoothukudi macaroon (₹ 249.00) and Jamnagar Kachori (₹ 195.00). For 'Chips', there are two products: Kovilpatti Kadai Mittai (₹ 195.00) and Nendran Banana Chips (₹ 195.00). For 'Halwa', there are two products: Keela Eral (₹ 195.00) and Karaikudi (₹ 195.00). The main content area displays two product cards: 'Thoothukudi macaroon' and 'Jamnagar Kachori'.

All categories

The screenshot shows a product detail page for 'The Pattri Box'. The page features a large image of various Pattri products and snacks. Below the image, the text 'The Pattri Box' is displayed, along with a price of ₹ 724.00 (₹ 805.00) and a '10% OFF' discount. A button to 'Check availability at' is shown. At the bottom, there is a field to 'Enter your zip code' and a 'CHECK' button.

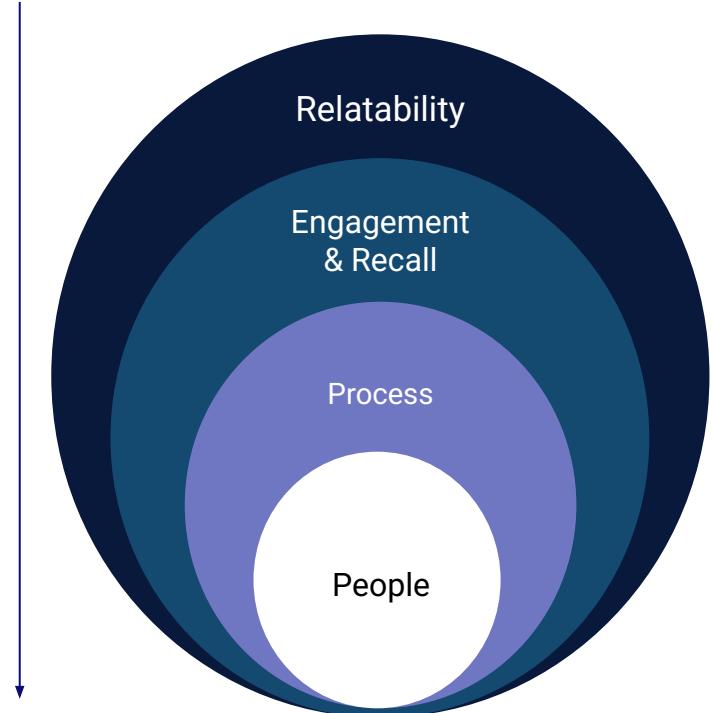
Product detail

The screenshot shows the checkout process. At the top, a message says 'Congratulations! Your order qualifies for free shipping'. The main area shows a product in the cart: 'The Pattri Large box' (₹ 1,218.00). Below this is a section to 'Enter Discount Code' with an 'APPLY' button. The subtotal is listed as ₹ 1,218.00. At the bottom is a large 'CHECK OUT' button.

Checkout

## The Noesis Experience Model at Work for Pattri:

- **Relatable:**  
Tailored content focused on showcasing Pattri's authentic snacks, highlighting their origin stories, unique flavors, and cultural significance to resonate with users seeking genuine culinary experiences.
- **Engagement & Recall:**  
Introducing interactive features allowing users to explore the diverse origins of Pattri's snacks across India, accompanied by detailed descriptions and visuals.
- **Process:**  
Streamlining the purchasing process by enabling users to customize their snack selections, choose packaging options, and easily navigate through the checkout process.
- **People:**  
Encouraging user involvement through features like reviews. This fosters a sense of community and recognition within the Pattri brand, enhancing user interaction and loyalty.



# The Noesis Experience Model At Work

A Case Study On Our Work For Brainstormer



### Brief

To build a completely custom Content Management System for Artificial Intelligence.

### Challenge

- Detailed research into AI solutions and LLM implementation so that the application is adaptable and use the LLM of a user's choice.
- Detailed research into AI-support solutions and plugins to facilitate data ingestion (vector databases, messaging services, moderation, etc.)
- Building out a custom front end interface for user ease of use and collaboration (group chat functionality)
- Developing a microservices architecture to ensure scalability.

### Approach

- Post the launch and widespread adoption of chatGPT, Noesis was tasked to build out an application that filled the gap in what AI solutions lacked, namely:
  - Collaboration
  - Security
  - Customization
- Brainstormer.io is a pairing of a versatile web and mobile application front end, with a creator-focused backend that facilitates easy and no-code development of AI chatbots for professional, personal or entertainment purposes
- Brainstormer has been successfully deployed in marketing agency, government, brand and internal project use cases

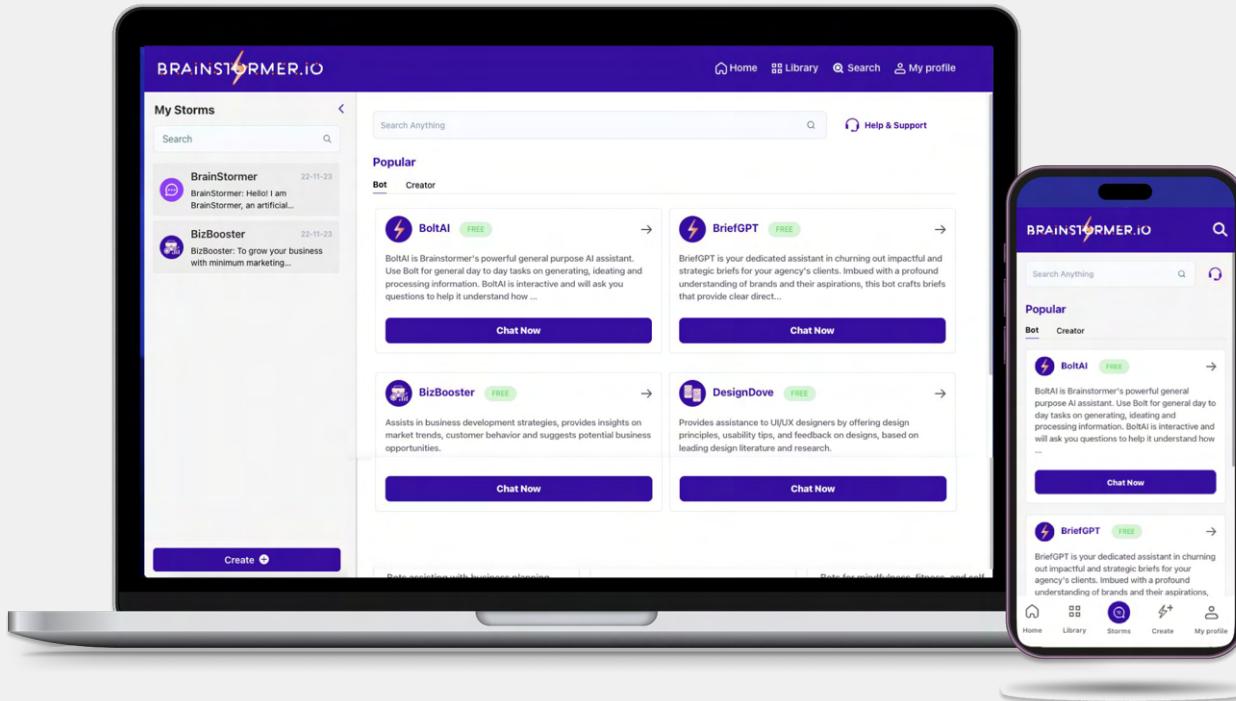
# User journey and outputs



The image shows a laptop and a smartphone side-by-side, both displaying the Brainstormer.io home page. The laptop screen is larger and shows more content. Both devices have a purple header bar with the Brainstormer.io logo and navigation links for Home, Library, Search, and My profile.

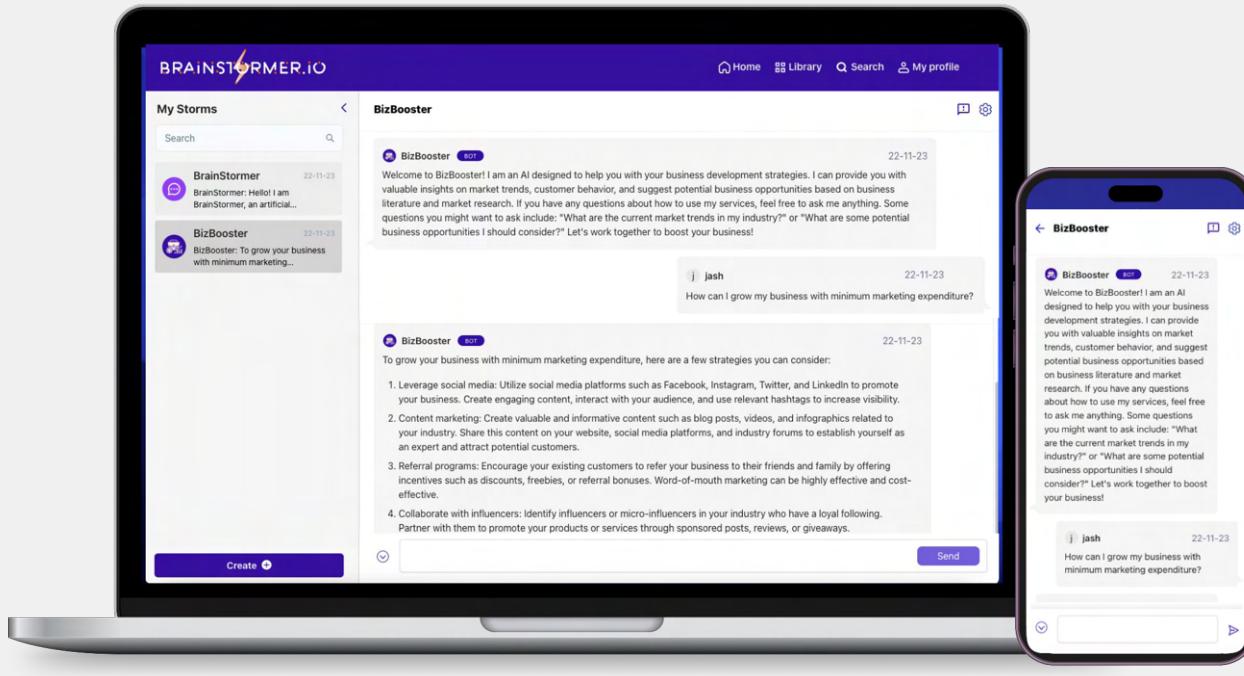
Home Page

# User journey and outputs



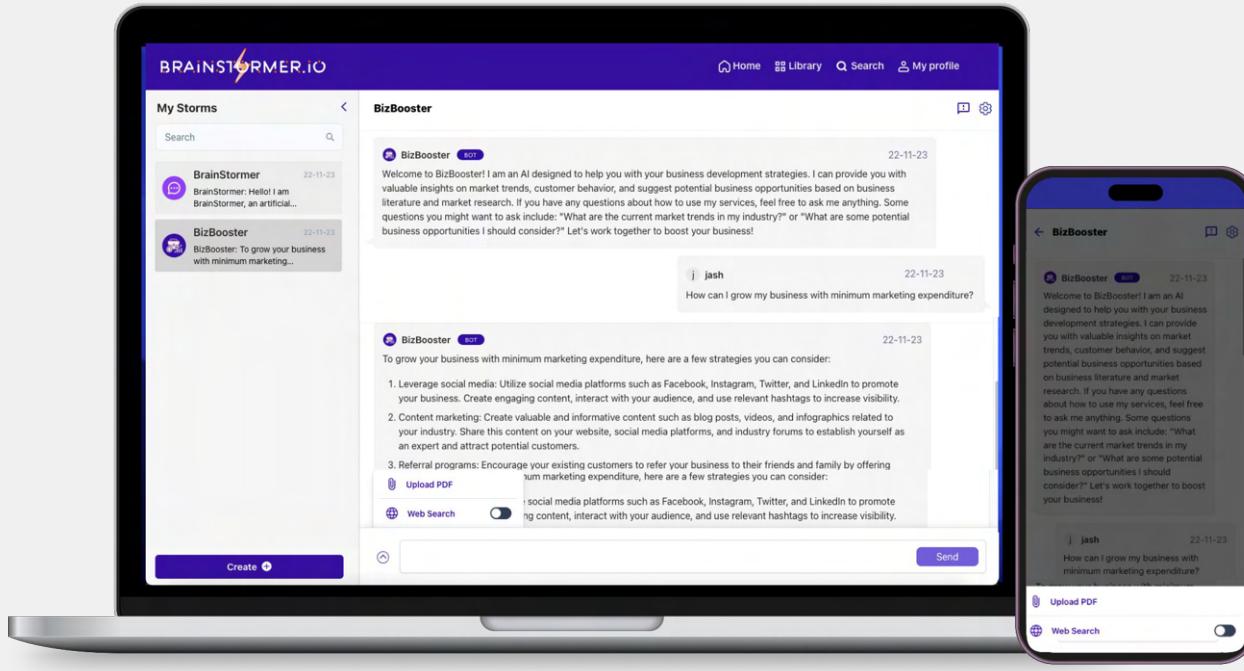
Search Page

# User journey and outputs



Chat Page

# User journey and outputs



Chat Features ( Upload PDF & Web Search)

## The Noesis Experience Model at Work for Brainstormer:

- **Relatable:**  
Offering a streamlined and intuitive user interface that simplifies the application's usage, ensuring accessibility for users of all skill levels.
- **Engagement & Recall:**  
Harnessing AI capabilities to facilitate brainstorming sessions and manage routine tasks, such as reminders and collaborative endeavors, enhancing user engagement and aiding in information retention.
- **Process:**  
Enabling users to conduct multiple brainstorming sessions concurrently with various AI bots, fostering productivity and creativity in their workflow.
- **People:**  
Placing user requirements and preferences at the forefront of development, ensuring that Brainstormer remains user-centric and responsive to evolving needs and expectations.



# **The Noesis Experience Model At Work**

**A Case Study On Our Work For Nykaa Fashion  
International website**



### Brief

Creating a multi-brand theme-based Shopify website capable of handling international transactions for Nykaa Fashion.

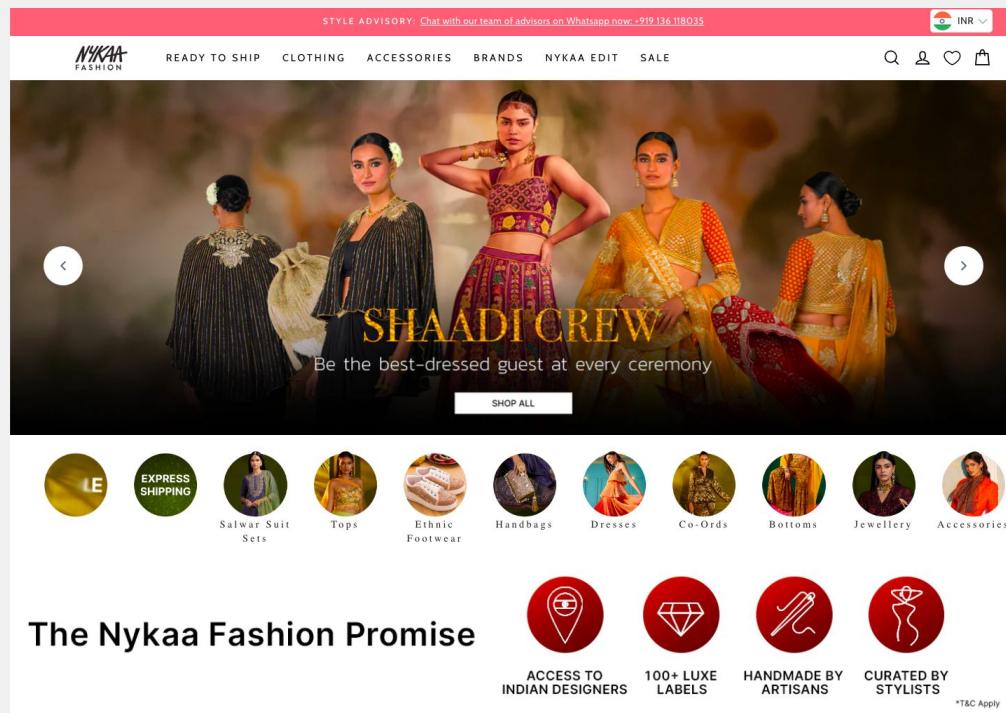
### Challenge

- **Finding the right brand voice:** First challenge was to identify the right theme which matches the brand identity of the website and placing UI/UX elements across.
- **Internationalization and Localization:** The website intended to serve users across the globe therefore specific points and certain key indication like currency selection, country taxes were implemented on the website
- **Speed Optimization:** Since the website was built on shopify and the website needed to load fast globally, speed optimisation, image optimization practices were implemented.

## Approach

- **Define Brand Identity:**
  - Understand the core values, mission, and vision of the brand.
  - Identify the target audience and their preferences.
- **Competitor Analysis:** Analyze competitors to identify successful themes and tones in your industry.
- **Consistent Messaging:** Ensure consistency in messaging across all communication channels.
- **Alignment with UI/UX:** Align the brand voice with the overall user interface and experience for a cohesive feel.
- **Compliance with Regulations:** Ensure the website complies with international privacy and data protection regulations.
- **Performance Audit:** Conduct a thorough performance audit to identify bottlenecks.
- **Lazy Loading:** Implement lazy loading for images and other non-critical elements.

# User journey and outputs



Nykaa Fashion homepage featuring a banner for 'SHAADI CREW' with models in traditional Indian attire. Below the banner are categories: LE (Lever), EXPRESS SHIPPING, Salwar Suit Sets, Tops, Ethnic Footwear, Handbags, Dresses, Co-Ords, Bottoms, Jewellery, and Accessories. At the bottom, the 'The Nykaa Fashion Promise' is highlighted with icons for ACCESS TO INDIAN DESIGNERS, 100+ LUXE LABELS, HANDMADE BY ARTISANS, and CURATED BY STYLISTS.

STYLE ADVISORY: Chat with our team of advisors on WhatsApp now: +919136118035

READY TO SHIP CLOTHING ACCESSORIES BRANDS NYKAA EDIT SALE

INR

SHAADI CREW  
Be the best-dressed guest at every ceremony

SHOP ALL

LE EXPRESS SHIPPING Salwar Suit Sets Tops Ethnic Footwear Handbags Dresses Co-Ords Bottoms Jewellery Accessories

The Nykaa Fashion Promise

ACCESS TO INDIAN DESIGNERS 100+ LUXE LABELS HANDMADE BY ARTISANS CURATED BY STYLISTS

Homepage



Nykaa Fashion mobile home screen showing a banner for 'SHAADI CREW' with models in traditional Indian attire. Below the banner are categories: SALE, EXPRESS SHIPPING, Salwar Suit Sets, Tops, and Ethnic Footwear. A section for 'The Nykaa Fashion Promise' is shown with icons for ACCESS TO INDIAN DESIGNERS, 100+ LUXE LABELS, HANDMADE BY ARTISANS, and CURATED BY STYLISTS. At the bottom, a banner for 'FASHION LOVE' is displayed.

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INR

SHAADI CREW  
Be the best-dressed guest at every ceremony

SHOP ALL

SALE EXPRESS SHIPPING Salwar Suit Sets Tops Ethnic Footwear

The Nykaa Fashion Promise

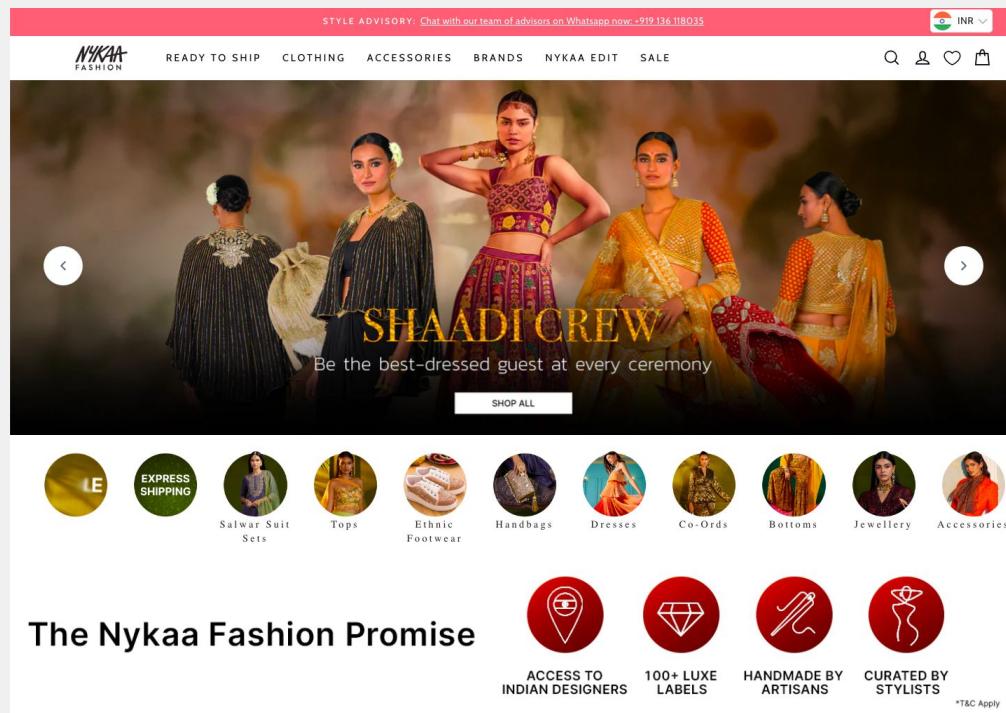
ACCESS TO INDIAN DESIGNERS 100+ LUXE LABELS HANDMADE BY ARTISANS CURATED BY STYLISTS

FASHION LOVE

Home screen mobile



# User journey and outputs



Nykaa Fashion homepage featuring a banner for 'SHAADI CREW' with models in traditional Indian attire. Below the banner are categories: LE (Lever), EXPRESS SHIPPING, Salwar Suit Sets, Tops, Ethnic Footwear, Handbags, Dresses, Co-Ords, Bottoms, Jewellery, and Accessories. At the bottom, the 'The Nykaa Fashion Promise' is listed with icons for ACCESS TO INDIAN DESIGNERS, 100+ LUXE LABELS, HANDMADE BY ARTISANS, and CURATED BY STYLISTS.

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READY TO SHIP CLOTHING ACCESSORIES BRANDS NYKAA EDIT SALE

INR

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The Nykaa Fashion Promise

ACCESS TO INDIAN DESIGNERS 100+ LUXE LABELS HANDMADE BY ARTISANS CURATED BY STYLISTS

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SALE EXPRESS SHIPPING Salwar Suit Sets Tops Ethnic Footwear

The Nykaa Fashion Promise

ACCESS TO INDIAN DESIGNERS 100+ LUXE LABELS HANDMADE BY ARTISANS CURATED BY STYLISTS

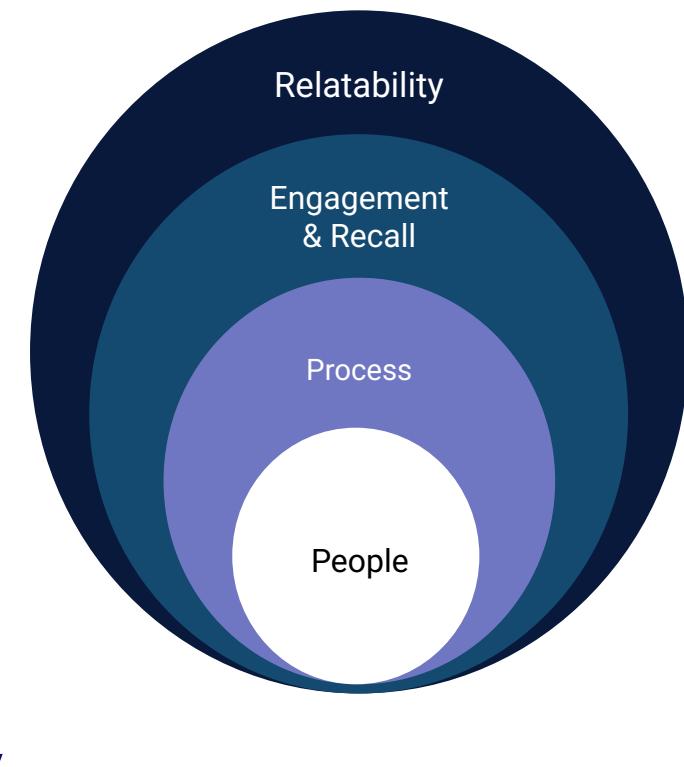
FASHION LOVE

Home screen mobile



# The Noesis Experience Model at Work for Nykaa Fashion International:

- **Relatable:**  
Offering an intuitive and visually appealing user interface that simplifies the browsing and shopping experience for users worldwide, ensuring accessibility and ease of use across different demographics and cultures.
- **Engagement & Recall:**  
Harnessing innovative technology and personalized recommendations to engage users and enhance their shopping journey. Implementing features such as AI-powered product suggestions, virtual try-ons, and interactive content to keep users engaged and increase brand recall.
- **Process:**  
Facilitating seamless navigation and transaction processes for users to explore and purchase Nykaa Fashion's diverse range of products. Utilizing advanced search functionalities, filtering options, and personalized recommendations to streamline the shopping process and enhance user satisfaction.
- **People:**  
Placing the needs and preferences of users at the forefront of website development. Conducting user research and feedback analysis to continuously improve the website's functionality, user experience, and overall satisfaction. Implementing customer-centric features such as multilingual support, currency conversion, and localized content to cater to the diverse needs of international customers.



# **The Noesis Experience Model At Work**

**A Case Study On Our Work For  
Big Pharmaceutical Brand in India**



# Brand: Big Pharmaceutical Brand in India

## Brief

To develop a custom application for internal sales users where at the start of each financial year the application users can initiate quotations of new medicines and drugs to institutions (hospitals) across India.

## Challenge

- **Complex Business Logic:** The pharmaceutical sales process involves intricate business rules and logic, such as pricing models, discounts, and regulatory compliance. Designing a system that accurately reflects and executes these rules is a complex engineering task.
- **Data Integrity and Consistency:** Ensuring data integrity is crucial, especially when dealing with sensitive information such as pricing, and inventory details. Implementing robust data validation and verification mechanisms is essential to maintain consistency.
- **Integration with External Systems:** Integrating the application with external systems, such as ERP, or third-party APIs, is necessary for a seamless workflow. Handling diverse data formats, protocols, and ensuring data consistency across systems can be challenging.
- **Real-time Updates:** The sales application should provide real-time updates on product availability, pricing changes, and other relevant information. Implementing a system that supports real-time data synchronization and updates is crucial for accurate decision-making.

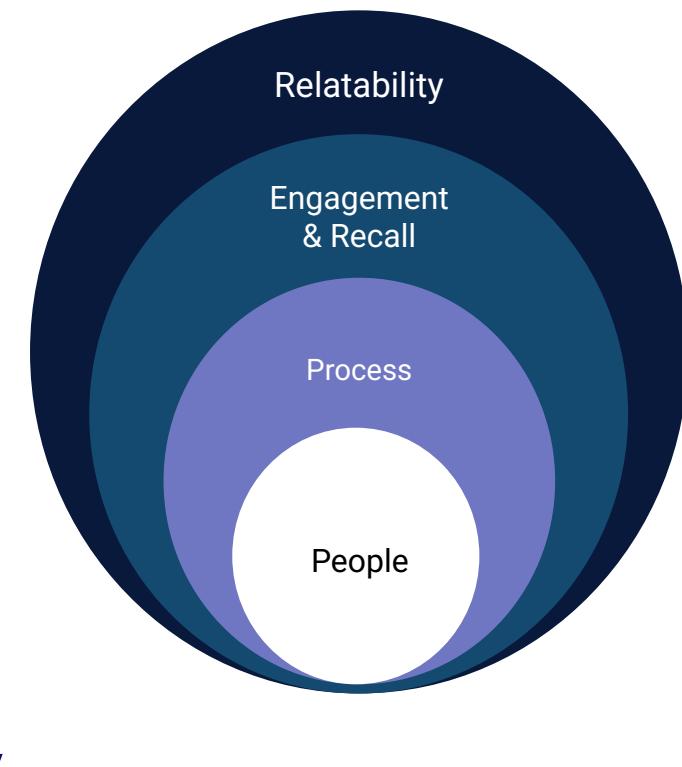
# Brand: Big Pharmaceutical Brand in India

## Approach

- **Requirement Analysis:**
  - Thoroughly understand and document the intricate business rules, pricing models, discounts, and regulatory compliance requirements.
- **Modular Design:**
  - Design a modular and scalable system architecture that accommodates complex business rules without creating a monolithic and hard-to-maintain codebase.
  - Identify key business processes and encapsulate them in separate modules or services.
- **Testing and Validation:**
  - Develop comprehensive test cases to validate the accuracy of the business logic implementation.
  - Conduct thorough testing, including unit tests, integration tests, and end-to-end tests, to ensure that the system accurately reflects and executes the defined business rules.
- **Continuous Improvement:**
  - Establish a feedback loop with end-users and stakeholders to identify areas for improvement in business logic.
  - Implement a process for continuous improvement, allowing for the refinement of business rules based on user feedback and changing business requirements.
- **Data Mapping and Transformation:**
  - Implement robust data mapping and transformation mechanisms to handle diverse data formats between internal and external systems.
  - Provide configurable mappings to accommodate changes in data structures.

## The Noesis Experience Model at Work for Big Pharmaceutical Brand in India:

- **Relatable:**  
Offering a user-friendly and intuitive interface that simplifies complex processes, making it easy for pharmaceutical professionals to navigate and utilize the platform effectively.
- **Engagement & Recall:**  
Utilizing advanced AI capabilities to engage users and enhance productivity by assisting with routine tasks, facilitating collaboration among team members, and providing personalized recommendations. This ensures that users remain engaged and can easily recall relevant information when needed.
- **Process:**  
Enabling multiple brainstorming sessions with AI-powered bots, allowing pharmaceutical professionals to explore various ideas, strategies, and solutions efficiently. This iterative process fosters innovation and problem-solving within the organization.
- **People:**  
Placing the needs and requirements of users at the forefront of platform development, ensuring that their feedback and preferences are considered and integrated into the design and functionality. By prioritizing user-centricity, the platform caters to the specific needs and challenges faced by pharmaceutical professionals in India, enhancing their overall experience and satisfaction.



# The Noesis Experience Model At Work

A Case Study On Our Work For Women's  
IPL Instagram filter



## Brand: Women's IPL Instagram filter

### Brief

To create an engaging Instagram filter where users can interact with the WPL mascot shakti and add their face with the mascot.

### Challenge

- **Technical Constraints:** Instagram has specific technical requirements and limitations for filters. Understanding and adhering to these constraints can be challenging, especially for those new to the platform.
- **Design Aesthetics:** Balancing creativity with user experience was crucial. Filters need to be visually appealing, but they should also enhance rather than distract from the content. Striking the right balance can be challenging.
- **Performance Optimization:** Filters should be optimized for performance to ensure a smooth user experience. This involves optimizing the filter's file size, minimizing resource usage, and considering the impact on device battery life.
- **Policy Compliance:** Instagram has strict policies regarding AR effects. Ensuring that your filter complies with these policies can be challenging, especially with evolving guidelines.

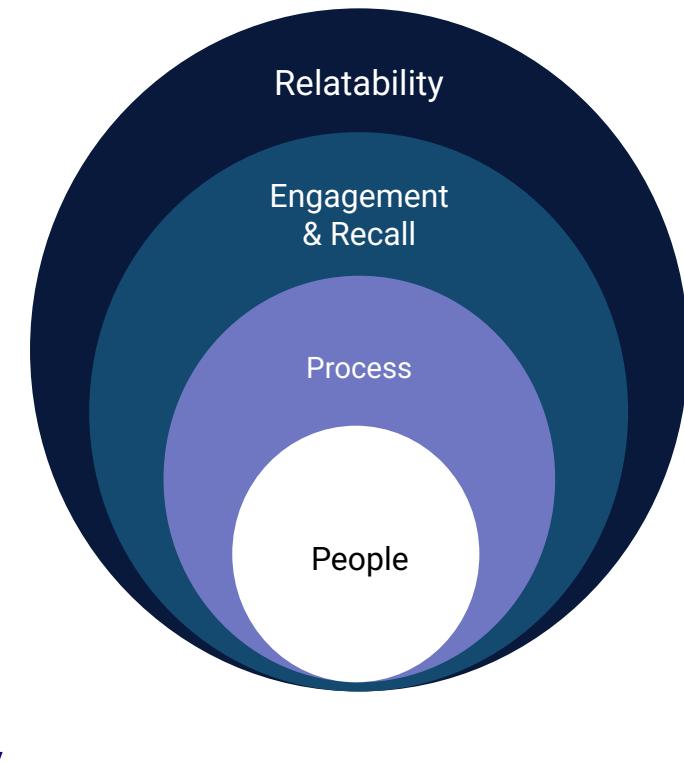
## Brand: Women's IPL Instagram filter

### Approach

- Dissecting the brief and implementing the requirements as per the design
  - The design team created multiple gifs to accommodate the mascot in super high resolution and having smaller file size
  - Adding the elements real time using the AI enhancement of adding the face and using Meta Spark library helps get the Instagram filter over the line
- Face Tracking
  - We used various elements in the code to track facial expressions, movements, and gestures.
- Testing the filter on multi device
  - Another challenge was getting approval from Instagram and testing on multi device
  - A plethora of testing happened between a large group of users aiming to clear the filter and it's workability
- Adding sound to make it more engaging
- To gain popularity we used actual women's cricketers to add their selfie based video on instagram for gaining momentum.

## The Noesis Experience Model at Work for Women's IPL Instagram filter:

- **Relatable:**  
Offering a user-friendly interface that ensures seamless usage of the Instagram filter, allowing users to effortlessly engage with the Women's IPL content and share their experiences with their followers.
- **Engagement & Recall:**  
Utilizing advanced AI technology to enhance user engagement and promote recall by providing interactive features within the filter. Users can engage in virtual activities related to Women's IPL, such as batting challenges or team trivia, fostering a deeper connection with the event and its participants.
- **Process:**  
Facilitating multiple brainstorming sessions with diverse user groups to gather insights and ideas for the filter's development. By incorporating feedback from various stakeholders, the filter can cater to a wide range of preferences and interests, ensuring its appeal to a broad audience.
- **People:**  
Placing the needs and preferences of users at the forefront of the filter's design and functionality. By prioritizing user-centricity, the Women's IPL Instagram filter aims to provide an immersive and enjoyable experience that resonates with fans of women's cricket across different demographics and regions.



# The Noesis Experience Model At Work

A Case Study On Our Work For  
Leading alco-beverage brand



## Brand: Leading alco-beverage brand

### Brief

Our objective is to create an AI-powered web application to enhance brand awareness during the Indian festive season.

### Challenge

- Developing a user interface that aligns with brand guidelines and design language, ensuring a cohesive and recognizable visual identity.
- Crafting an engaging user experience that empowers users to express their creativity through interactive features, enhancing user satisfaction and participation.
- Enforcing moderation on user-generated text and images to maintain brand integrity and ensure that all shared content featuring brand assets is appropriate and aligns with brand values.

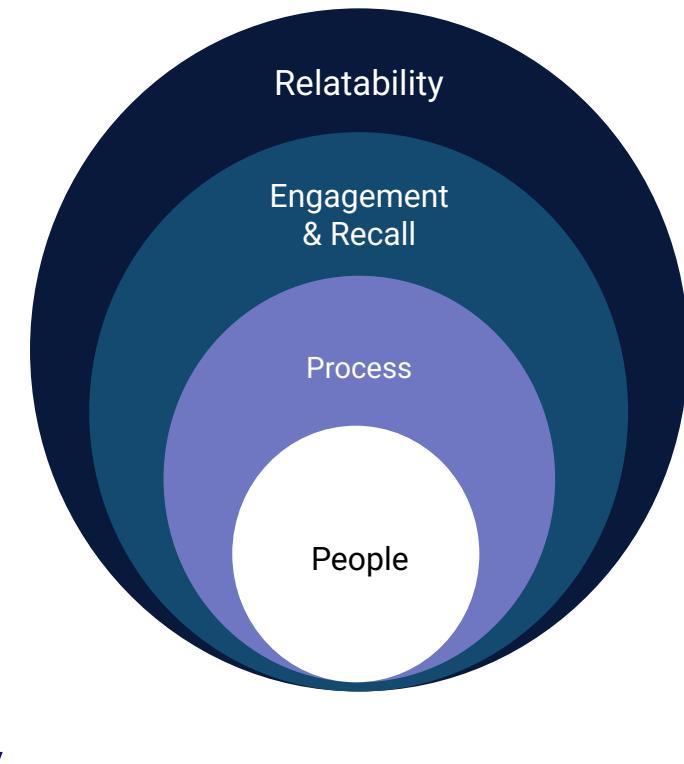
## Brand: Leading alco-beverage brand

### Approach

- The festive season inspired us to reimagine traditional greeting cards, leveraging generative AI and innovative technology to personalize greetings in a digital age dominated by generic WhatsApp forwards.
- By integrating generative AI capabilities into our web application, users can effortlessly create customized greeting cards for their loved ones, fostering a deeper emotional connection.
- We will promote the web application through paid social media campaigns and strategically placed QR codes, directing users to a mobile-first interface with a robust backend for seamless greeting creation and sharing experiences.

## The Noesis Experience Model at Work for Leading alco-beverage brand:

- **Relatable:**  
Creating a user-friendly interface that simplifies the brand's application, ensuring ease of use for consumers seeking information or engaging with the brand's offerings.
- **Engagement & Recall:**  
Harnessing AI capabilities to enhance user engagement and promote brand recall by providing personalized recommendations, facilitating interactive experiences, and assisting users with tasks such as drink recipes, event planning, and mixology tips.
- **Process:**  
Conducting multiple brainstorming sessions with diverse groups, including consumers, industry experts, and internal stakeholders, to gather insights and ideas for enhancing the brand's digital presence and customer experience. Leveraging AI-powered bots to streamline these sessions and generate innovative ideas.
- **People:**  
Placing the needs and preferences of consumers at the forefront of brand development, ensuring that all initiatives and features are tailored to meet their requirements and expectations. Incorporating user feedback and insights into the brand's strategy and decision-making processes to maintain relevance and resonance with the target audience.



# Our Tech Stack

# We Work With Technologies That Are Used By The Fortune 100

## Frontend



## Mobile Apps



## Backend / Server Side Scripting



## Databases



## Content/Commerce Management Systems



## Frameworks



# **Our Cloud Stack**

## Cloud Stack



## DevOps



# **Our Partnerships and Certifications**

## Our Partnerships and Certifications



# Our Design & Development Credentials



Brand: AO Smith



## Approach

- Micro-interactions to break the scroll monotony.
- Bring home AO Smith with an unmatched AR experience.
- Using brand colours to across the page to differentiate between products categories for easy understanding and navigation.

# AO Smith Wireframe Structure

The wireframe illustrates the desktop view of the AO Smith website, featuring a header with navigation links, a main content area with product categories, a trending products section, and a footer with contact information and links.

**Header:** Includes links for 'FREE HOME DEMO', 'FIND A STORE', '1800 500 2468', 'LOG IN', 'CHECKOUT CART (0)', and a search bar.

**Main Content Area:** Features a 'Water Purifier' section with a product image, a 'Water Heater' section, a 'Commercial' section, and a 'Blogs' section.

**Blogs Section:** Displays three blog posts: 'Remove Impurities from Water with RO+UV Water Purifier', 'Simple Tips to Improve Your Water Drinking Habits', and 'How To Make Your Instant Water Geyser Energy Efficient'.

**Trending Products Section:** Shows three trending products: 'X3+ Water Purifier', 'X2 Water Purifier', and 'X3 Water Purifier'.

**Footer:** Includes contact information for WhatsApp, Email, and Phone, a 'Subscribe For Blog / Promotions' form, download links for the A.O. Smith App, and a footer menu with links to Water Purifier, Water Heater, Commercial, Assistance, and FAQ sections.

**Page Footer:** Contains links for 'Disclaimer', 'Privacy Policy', and copyright information: 'Copyright © 2021 AO Smith India Water Products Pvt. Ltd. All rights reserved.'

Desktop View

# AO Smith Visual Design

FREE HOME DEMO | FIND A STORE | +91 1234567890 | LOGIN | SHOPPING CART (0)

AO Smith

ABOUT | WATER PURIFIER | WATER HEATER | COMMERCIAL | BLOGS | MEDIA | ASSISTANCE | CONTACT US | Search

Boost your immunity with a glass of warm water

Remain healthy and hydrated with AO Smith's range of water purifiers and water heaters. Our products are designed to provide you with clean, safe, and healthy water for your family.

Water Heater

Water Purifier

Commercial

Trending Products

Pro Planet X

Z8 GRO

X8

Water Purifier

Water Heater

Commercial

Subscribe For Blog / Promotions

Download A.O.Smith App

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Blogs

Water Purifier

Water Heater

Water Geyser

Simple Tips to Improve Your Water Drinking Habits

How To Make Your Instant Water Geyser Energy Efficient

View All

View All

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Facebook | Twitter | LinkedIn | YouTube

Desktop View

# Web AO Smith AR Experience



# Home Page Scroll



The image shows a woman and a young child in a bathtub. The woman is laughing and holding a yellow bucket, pouring water over the child's head. The child is splashing water. The background is a white bathroom interior.

FREE HOME DEMO [FIND A STORE](#) CONTACT US | 1860 506 2468 | 1800 583 2468 |  Search

**AC Smith.**  
Innovation from a name.

[ABOUT US](#) [WATER HEATER](#) [WATER PURIFIER](#) [COMMERCIAL](#) [KNOWLEDGE HUB](#) [ASSISTANCE](#) [EXPLORE AIR VIEW](#)

**Built for your hot water needs**

Elevate your bathing experience like never before with A. O. Smith water heaters.

[Know More](#)

Desktop View Scroll Animation

## Brand: Les Petit



## Brief

To **re-design** the current e-commerce website keeping in mind the **speed** and performance, brand guidelines and creating a seamless shopping experience

## Challenge

Identify **areas** to enhance the customer experience by creating moodboards, visual direction & **seamless interactions**

## Technologies Used

HTML5, CSS3, JavaScript, PHP8, MySQL

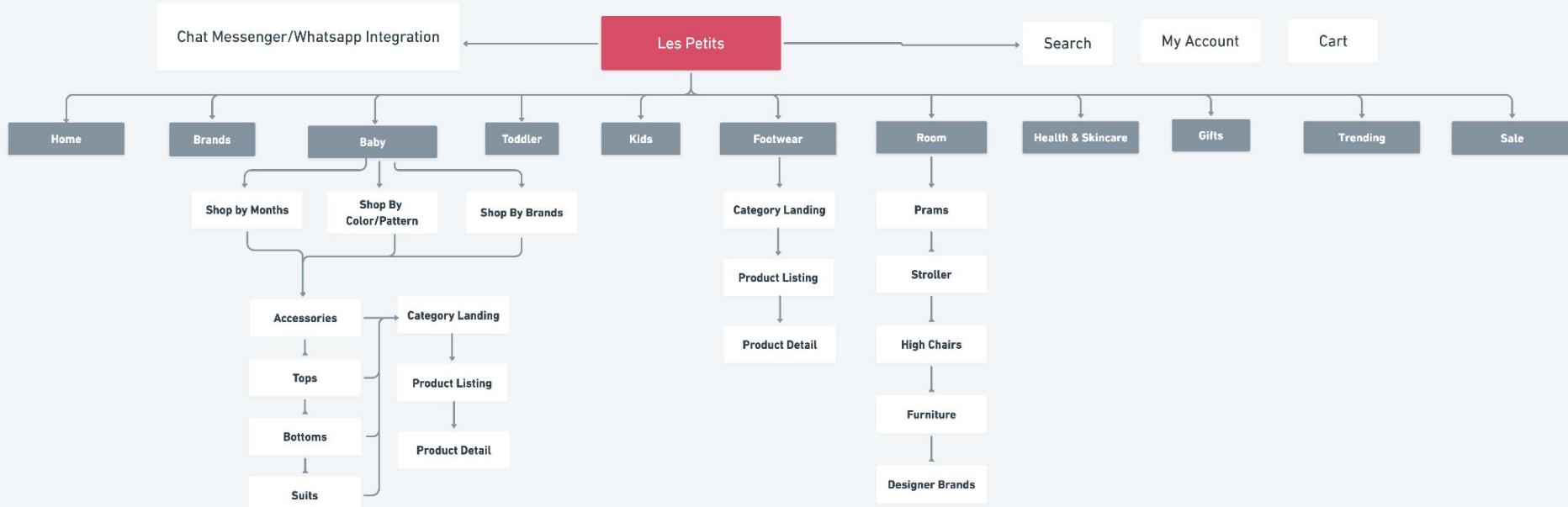
## *Storefront CMS and Middleware*

Using Wordpress with WooCommerce as the base for content and commerce management.

## Approach

- To redesign the current website with a personalised approach keeping the users in mind.
- A custom design approach was used to enhance the overall look & feel and to improve the speed & performance.
- Micro Interactions were added to make the overall page feel more intuitive to delivery an enhanced user experience.

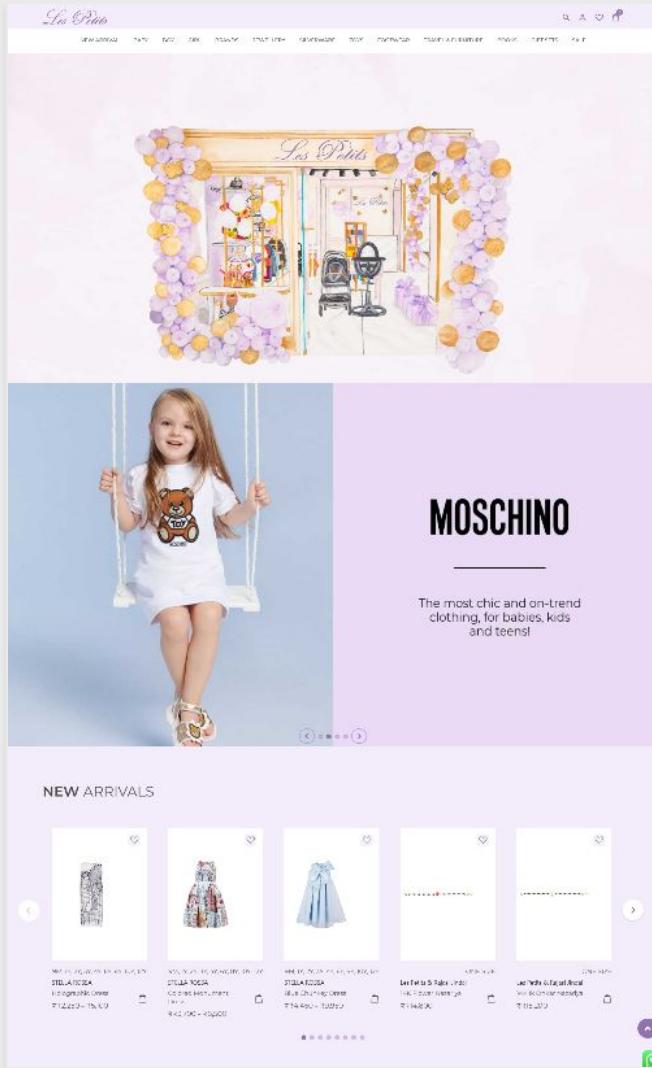
# Proposed Sitemap



- Simplified Navigation with the focus on different type of users makes the entire experience seamless and easy for the users to explore the website

# Les Petits Visual Design

Desktop View



The desktop view of the Les Petits website features a top navigation bar with links for Home, Newborn, Baby, Toddler, Preschool, Maternity, Baby Registry, Baby Shower, Baby Registry, and Baby Shower. The main header "Les Petits" is displayed above a large, colorful illustration of a baby store interior. Below the illustration is a photograph of a young girl swinging, wearing a white t-shirt with a teddy bear logo. To the right of the photo, the word "MOSCHINO" is prominently displayed in large, bold letters. Below "MOSCHINO" is the tagline "The most chic and on-trend clothing, for babies, kids and teens!" A "NEW ARRIVALS" section follows, showing five items with their names and prices: "Stella McCartney Baby Dress" (\$120), "Stella McCartney Baby Dress" (\$120), "Stella McCartney Baby Dress" (\$120), "Les Petits Baby Dress" (\$120), and "Les Petits Baby Dress" (\$120). The bottom of the page includes a footer with links for Home, Newborn, Baby, Toddler, Preschool, Maternity, Baby Registry, Baby Shower, Baby Registry, and Baby Shower.

TRENDING CATEGORIES



TESTIMONIALS



Three testimonial cards are shown, each with a quote, a photo of the reviewer, and their name: Acha, Alisha, and Neha.

My husband and I are so pleased with the service and the products. I will be coming again next time to buy for my baby.

My husband and I are so pleased with the service and the products. I will be coming again next time to buy for my baby.

I would like to say thank you for your wonderful service and products. I am so happy with my purchase.

SHOP BY BRANDS



VIEW MORE

FEATURED PRODUCTS



Les Petits



Les Petits



about us

FAQ

careers

press

contact us

privacy policy

terms and conditions

return policy

privacy policy

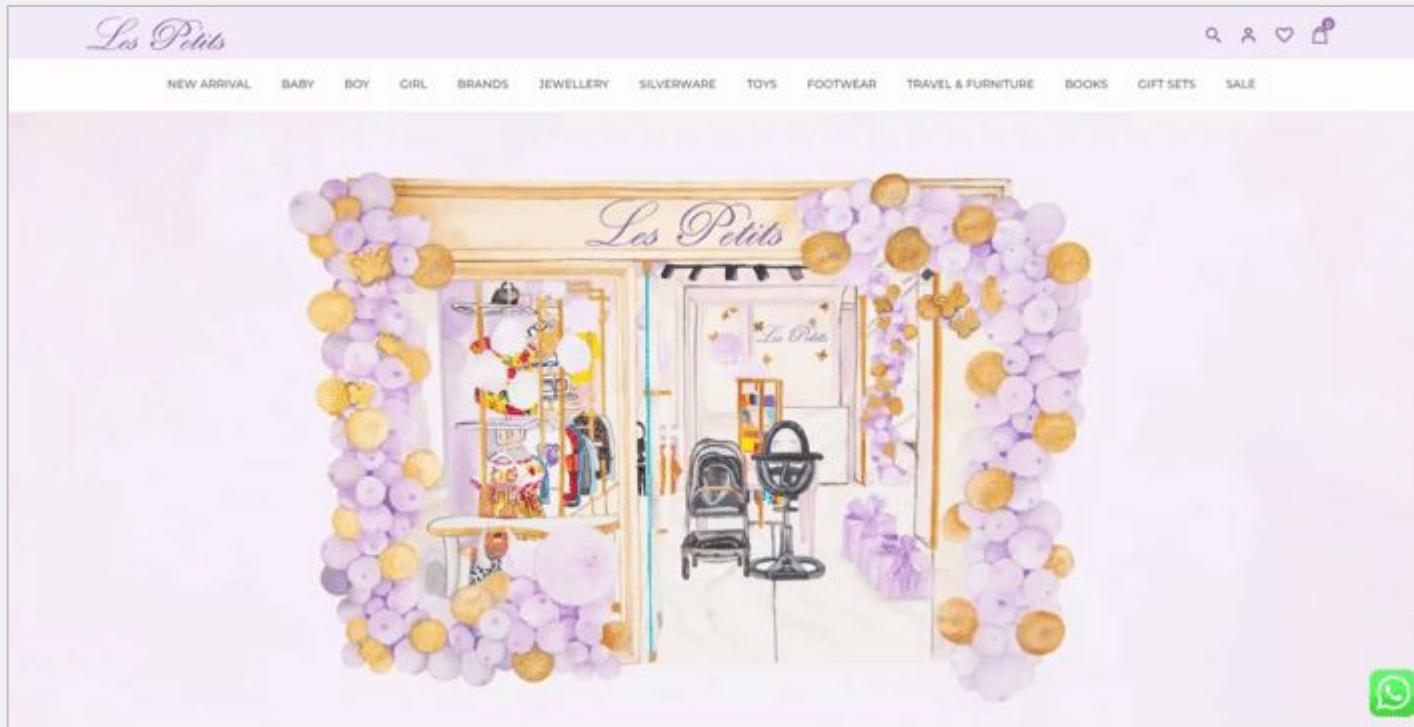
terms and conditions

return policy



# Desktop View

## Scroll Animation



Home Page View

Brand: Mid-day

**mid-day**

## Brief

Redesign the existing website reflecting the brand's new strategy from being heavy on entertainment content to curating Mumbai -centric news pieces, articles and much more.

## Challenge

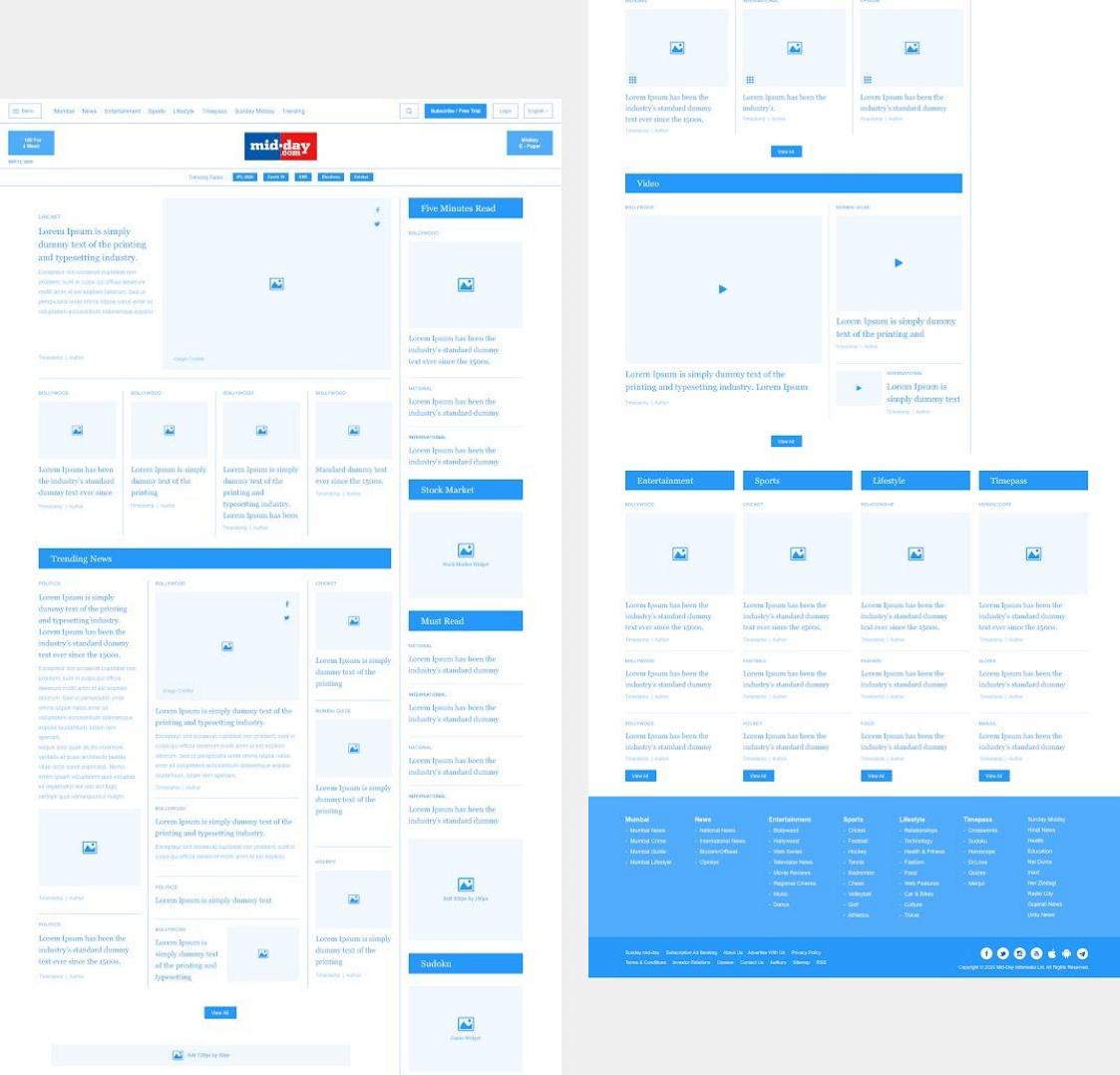
Keep the navigation simple while replicating the print tabloid experience with fonts, colours, pantones maintaining a similar newspaper layout.

## Approach

- We perceive the new website to be a gateway for the users to consume more realtime stories about Mumbai.
- To create a one-stop destination for all information related to Mumbai. Delivering a 360 coverage of stories across entertainment, city, sports and much more in a simple & structured way.

# Mid-day Wireframe Structure

Desktop View  
- Home Page



The wireframe for the Mid-day Home Page is organized into several main sections:

- Header:** Includes a navigation bar with links for Home, Mirror, News, Entertainment, Sports, Lifestyle, Finance, Business, and Trending, along with a search bar and user account options.
- Top Content Area:** Features a large central news article with a large image, a summary, and a "Read More" button. Below it is a "Five Minutes Read" section with a large image and a summary.
- Mid-Content Area:** Contains a "Stock Market" section with a large image and a summary, followed by a "Must Read" section with a large image and a summary.
- Bottom Content Area:** Features a "Sudoku" game with a large image and a summary, and a "Game Widget" section with a large image and a summary.
- Sidebars and Footer:** Includes a sidebar for "Entertainment" news, a sidebar for "Sports" news, a sidebar for "Lifestyle" news, and a sidebar for "Timepass" news. The footer contains a "Footer" section with links for About Us, Advertise With Us, Privacy Policy, Terms & Conditions, Investor Relations, Contact Us, Audience, and RSS, along with social media icons.

The wireframe uses placeholder text ("Lorem Ipsum") throughout to represent actual content.

# Mid-day Visual Design

Desktop View  
- Home Page

Cricket

Mumbai News Entertainment Sports Lifestyle Timesep Sunday Midday Trending

Trending: Sara Ali Khan, Rakul Preet Singh, Simone Khamtia to be summoned by UV, farmers to launch protests in 21

In

Mumbai Drugs cases, NCB summons Deepika Padukone's manager

Sara Ali Khan, Rakul Preet Singh, Simone Khamtia to be summoned by UV, farmers to launch protests in 21

Rhea Chakraborty to be in jail till October 6, File Bail Plea in Bombay

Sed ut perspiciatis unde omnis iste natus error sit voluptatem

Maharashtra Maharashtra Earthquake of 3.3

3L farmers to launch

What The Fans Can Expect From 'Thala' MS Dhoni And Sonu Sood On Leaving Manikandla 80 Per Cent Of

Hardik gets out via rare hit-wicket

Neha Sharma: Working With Ila Arun A

Asked to wear mask, patient assaults

Chain snatching victim in Ghatkopar

Masaba is one person who will do

Opinion

"If I had somewhere to go why would I stay here? Orphan

#TheNewAbnormal

IMC, MM&B close to finalising handing over of Carter Road walkway

Sony Sood, in his recent interview, has spoken about the reason he quit his firm, Manikandla...

Zara Hatke

Loren Ipsum sir

Loren Ipsum sir

Loren Ipsum sir

Manjul

Mumbai Meri Jaan by

View All In Mumbai

Breaking

13 killed in Bhiwandi

The Playlist: If There's One Thing To

Sara Ali Khan, Rakul Preet Singh, Simone Khamtia to be summoned by UV, farmers to launch protests in 21

Entertainment

Taapsee Pannu: There is no foolproof solution to the nepotism

View All In Video

Sports

Cricket

Bumrah fails to win Super Over for Mumbai Indians for

Long Gap, 14-Day Quarantine Doesn't Help - MS

Tennis

Barcelona's Amaro Viñol in Italy to complete Inter move

View All In Sports

Lifestyle

Health & Wellness

National Chai Day 2020: Nutrition Expert Lists Benefits Of Tea

IPL 2020: The Perfect Getaway To Dewali!

How to help your child deal with

View All In Lifestyle

Video

Taapsee Pannu: There is no foolproof solution to the nepotism

View All

IPL 2020: Delhi

Ishan Kishan was tired, we had faith in

LOL: Don't miss these hilarious memes

Belinda Clark quits as CA's Executive

Sourav Ganguly keen to conduct

Alyssa Healy has just broken an MS

Neetu David to head women's

Ramesh Powar requests MCA for

Alyssa Healy has just broken an MS

World Tourism Day

The Evolution of Indian Kitchens

The Evolution of Indian Kitchens

Navil Mumbai: 56-year-old man

Six Must Visit Hidden Gems in New

World Heart Day: Doctor shares tips

# Desktop View Scroll Animation

Search... 

Maharashtra | Mumbai | 31 °C Mumbai | Tue, 18 Oct, 2022

Today's E paper 

**mid-day**  [Subscribe](#)

Mumbai News Entertainment Sports Lifestyle Photos Podcast Timelpase Sunday Mid-Day Mumbai Guide Contest Videos Brand Media Mid-Day Gold Hot Property

 **Classic Cuff Bangle**  
STAC Fine Jewellery 

**Breaking News** [Pallance beats tactical retreat](#) | [Mumbai: Congested 1-km stretch is literally killing us, say Kandivali residents](#) | [Mumbai: Upgrade work at Charni Road pu...](#)

**In Focus**  [Listen To Top 10 News](#) 

**Mumbai** [Mumbai: Top hotelier's family gets 31-year-old daughter-in-law booked for theft](#)  

08 October, 2022 05:00 AM IST | Mumbai, India | Kandivali

 [Mumbai: Congested 1-km stretch is literally killing us, say Kandivali residents](#) 

Case filed after court intervention last year that woman had not her husband

Home Page View

## Brand: Asia Cricket Council



## Brief

Revamping the existing ACC platform to be a powerful media platform keeping in mind the existing content and creating a visual experience in line with the ICC website.

## Challenge

Consistency in [visual language](#), [content bifurcation](#) and the latest updates on matches, player information and much more.

## Technologies Used

HTML5, CSS 3, Javascript,  
Wordpress CMS

## Approach

- The website will be designed through a research driven approach that will incorporate the latest trends in website design and use a reliable technology stack.
- Segregating the content based on components of each section such, as match centre, latest happenings, news, player information, etc.
- Employing brand color across the layout to ensure uniformity and better recall.

# ACC Visual Design

Desktop View  
- Home Page

The screenshot shows the ACC website's home page. At the top, there's a navigation bar with links for HOME, ABOUT, MEDIA, TEAM, PARTNERS, NEWS, CALL FOR, and CONTACT. A red banner above the main content area encourages users to watch the India vs Sri Lanka match. The main content area features a live match summary for India vs Sri Lanka, with India at 233/0 and Sri Lanka at 112/5. Below this is a fixture table for the ACC Men's T20 Championship 2022. A large image of a cricket stadium is displayed, with the text '2 Days 19 Hours 14 Mins 56 Sec' and '30 DEC 2022 - 19:00 PM SRI LANKA INTERNATIONAL STADIUM, KANDY'. A 'WATCH MATCH' button is present. The bottom section contains a 'VIDEOS' section with a video of Indian players celebrating and another of the Asian Games closing ceremony.

This screenshot shows the bottom half of the ACC website's home page. It includes a 'FIXTURES' section with five upcoming matches, a 'MEDIA' section with a video of the Asian Games closing ceremony, and a 'SEARCH' bar at the bottom. The overall design is clean with a white background and blue header elements.

The screenshot shows the right side of the ACC website. It includes a 'GALLERY' section with four images of trophies and people, and a 'VIDEOS' section with four video thumbnails. Below these are two large portraits of men in suits. To the right of the portraits is an 'ABOUT' section with text and a 'READ MORE' button. Further down are sections for 'OUR PARTNERS' (with logos for Rolex, Nike, Emirates, Coca-Cola, and BYJU'S) and 'OUR MEMBERS' (with flags of various countries). The bottom right corner contains 'CONTACT INFO' with a phone number and email address, and the ACC logo.

# Desktop View

## Scroll Animation

Recent Match

ASIA CUP WOMENS 2022

15 Oct 2022

Sylhet International Cricket Stadium, Sylhet

INDIA WOMEN 71-2 8.5 ov

SRI LANKA WOMEN 65-9 20.0 ov

INDIA WOMEN WON BY 8 WICKETS (WINNERS)

MATCH CENTRE

RECENT UPDATES



Women's Asia Cup 2022 | Final | IND vs SL  
October 15, 2022



Press Conference | Pre-Final | Women's Asia Cup 2022  
October 14, 2022



Women's Asia Cup 2022 | Semi-Final 2 | PAK vs SL  
October 13, 2022

Home Page View

# **Kay Beauty**

## **Brief**

To design and develop a product showcase website for kay beauty that introduces the brand and its ethos, product ranges and CSR initiatives and allowing for a 3rd party shopping experience.

## **Challenge**

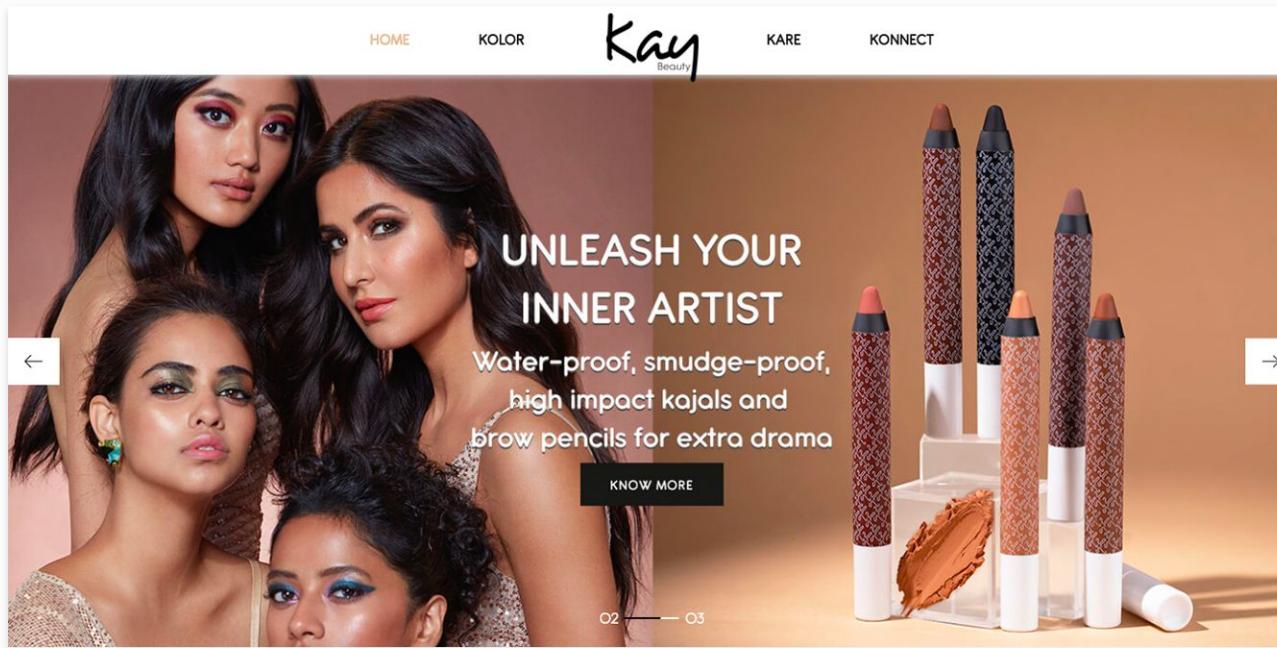
Designing inline with the brand style and vision.

Scalable designs to adapt ecommerce integration in future.

## **Technologies Used**

Front End: HTML5, Javascript, CSS3,

Back End: PHP, MySQL , Wordpress



HOME KOLOR KAY BEAUTY KARE KONNECT

UNLEASH YOUR INNER ARTIST

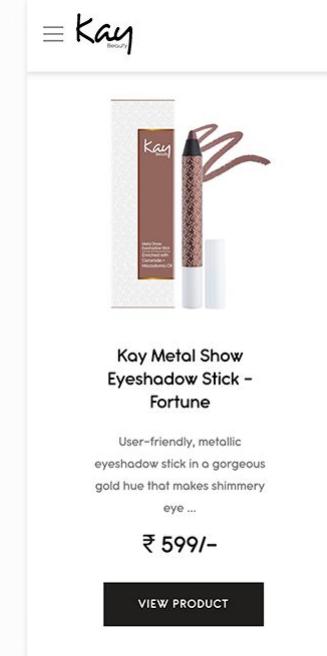
Water-proof, smudge-proof, high impact kajals and brow pencils for extra drama

KNOW MORE

02 — 03

← →

This block displays the main landing page of the Kay Beauty website. It features a large banner image of five diverse models with different makeup looks. Overlaid on the banner is the tagline 'UNLEASH YOUR INNER ARTIST' and a description of the product: 'Water-proof, smudge-proof, high impact kajals and brow pencils for extra drama'. A 'KNOW MORE' button is located in the bottom right corner of the banner. Below the banner, there are two small numerical markers, '02' and '03', positioned near the bottom left and right respectively. The top navigation bar includes links for HOME, KOLOR, KAY BEAUTY (which is highlighted in orange), KARE, and KONNECT. On the far right of the banner, there are left and right arrows for navigating through the images.



Kay BEAUTY

Kay Metal Show Eyeshadow Stick - Fortune

User-friendly, metallic eyeshadow stick in a gorgeous gold hue that makes shimmery eye ...

₹ 599/-

VIEW PRODUCT

This block shows a detailed product page for the 'Kay Metal Show Eyeshadow Stick - Fortune'. It features a large image of the product, which is a metallic eyeshadow stick with a gold hue. The product is shown in its tube and with a swatch of the eyeshadow color. To the left of the product image, the Kay logo is displayed with the word 'BEAUTY' underneath. The product name 'Kay Metal Show Eyeshadow Stick - Fortune' is written in a bold, sans-serif font. Below the name, a descriptive text reads: 'User-friendly, metallic eyeshadow stick in a gorgeous gold hue that makes shimmery eye ...'. The price of the product is listed as '₹ 599/-'. A 'VIEW PRODUCT' button is located at the bottom right of the product image.

HOME KOLOR KARE KONNECT

**Kay**

UNLEASH YOUR INNER ARTIST

Water-proof, smudge-proof, high impact kajols and brow pencils for extra drama

**KNOW MORE**

01 — 02

**About Kay Beauty**

You want international quality, trendy makeup that doesn't break the bank? Shades that inspire your inner artist and complement every skin tone? A dazzling range of innovative, experimental hue and color cosmetics that are kind to animals and free of skin baddies? A makeup line packed with skincare benefits that beautifies you inside out? Koloring Kajols hands with Hyalco to give you just that, a unique makeup line that cares!

**KNOW MORE**

**Kover**

Luxurious, signature foundations, compacts, blushes and more in a wide range of skin tones to celebrate beauty in diversity.

**COMING SOON**

**Kolor**

Awaken your inner diva with these top of the line lips, eyes and face formulas. Because when you look good you feel good.

**DISCOVER**

**Kore**

Giving back to those in need is one of the best ways to find yourself and discovering the beauty around you.

**Konnect**

Join the buzzing Kay Beauty community to get the latest updates, discover upcoming launches and catch all the action.

01 — 02

Homepage

HOME KOLOR KARE KONNECT

**Kay**

**Kolor**

**Eyes**

**Kay Metal Show Eyeshadow Stick - Starry Night**

User-friendly, metallic eyeshadow stick in the deepest, glowing black that makes

₹ 599/-

**VIEW PRODUCT**

**Kay Metal Show Eyeshadow Stick - Special Effects**

User-friendly, metallic eyeshadow stick in a gorgeous copper hue makes shimmer eye

₹ 599/-

**VIEW PRODUCT**

**Kay Metal Show Eyeshadow Stick - Navigator**

User-friendly, metallic eyeshadow stick in a lovely shade of blue makes shimmer

₹ 599/-

**VIEW PRODUCT**

**Kay Metal Show Eyeshadow Stick - Jaded Glow**

User-friendly, metallic eyeshadow stick in a divine shade of precise jade green

₹ 599/-

**VIEW PRODUCT**

**Kay Metal Show Eyeshadow Stick - High Born**

User-friendly, metallic eyeshadow stick in a shade with purple undertones makes

₹ 599/-

**VIEW PRODUCT**

**VIEW ALL**

Category Listing

HOME KOLOR KARE KONNECT

**Kay**

HOME | KOLOR | CHEEKS | KOVER STORY HYDRATING FOUNDATION

**Product Information**

Who is it For  
How to Use  
Ingredients  
As Seen On

**Kover Story Hydrating Foundation**

A sensorial liquid foundation that provides medium coverage with a velvet-matte, lightweight, second skin finish.

**Shades**

**₹ 999/-**

**BUY ON KMAA.COM**

**Product Attributes**

- Soft touch, velvet finish
- Hydrating Spherosil Powders for – luminous, fresh-feel texture
- Weightless formula for natural finish
- Virtually disappears pores and imperfections
- 12 hour long wearing
- Made in Europe

**Who is it For**

Luminous, hydrating, velvety, comfortable, soft-looking skin with a natural finish. It is suitable for all skin types, including those with sensitive skin.

**How To Use**

Apply to the face and blend using your fingers, a makeup sponge, or makeup brush/makeup blender.

**Ingredients**

Caprylyl Alcohol, Aqua / Water, PVP, Polyisobutene, Isododecane, Dimethicone, C12-15 Alkyl Dimethylbenzyl Polypropylene Sulfonium, Propyl Stearnole, Glycerin, Silica, Dimethylsulfoxide, Cetyl Alcohol, Sodium Chloride, Dimethylsulfone, Glycerin, Dimethiconol, Hexylene Glycol, Dimethicone, Glycerin, Cetyl Alcohol, Chlorphenesin, Phenoxyethanol, Diclofenac, Anisylate, Methyl Methacrylate, Sodium Chloride

**As Seen On Instagram**

Follow **Kay Beauty**

Loren ipsum dolor sit amet.

01 — 02

Product Detail



# AR/VR/XR Credentials

# Spark AR On Facebook: Pringles Wave Solution

## Brief

- IPL 2020 was all about celebrating and supporting our favourite IPL teams from home.
- To amplify the IPL fever and bring in fans together, Pringles wanted to celebrate with the “Pringles Wave” and show their love for the teams with the chips.

## Solution

- Pringles spreads love with its wavy crispy chips. We created a filter that captures the brand's essence in its natural element - The Pringles Wave filter.
- Users had to open their mouth for the chips to do the wave and cheer the teams. Influencers tried and enjoyed the filter experience and extended their support to the IPL teams.

<https://www.youtube.com/watch?v=2u3XwdxT9jE>



# Spark AR On Facebook: Chingles

## Brief

- The brand was looking for an innovative way to launch their Chingles range of products.

## Solution

- Based purely on engagement, we created a fun game, on Facebook, where the users had to catch the Chingles mini gums with their mouths.
- The face filter based game was a perfect use case for the brand. We incorporated a scoring mechanism and a timer as well.

<https://www.youtube.com/watch?v=gxuEHh-YOAM&t=1s>



# Spark AR On Facebook: Lifestyle Blogger (Self-Love)

## Brief

- Sakshi Sindhwan is a well-known lifestyle and fashion blogger. She is popular for her inclusive and quirky eye for style.
- She strongly believes in body positivity and actively wanted to promote self-love and care.

## Solution

- For our love for the concept, her style and the message, we made a fun and wholesome Instagram Filter to spread the message through creative tech.
- The filter broke barriers of age, gender and was able to generate conversations around self-love and mental health.

<https://www.instagram.com/ar/1521835351333893>



# Spark AR On Facebook: Clear Men (Football Header AR)

## Brief

- Clear Men Shampoo wanted to increase brand awareness and create product association by engaging with the audience by tying it with its benefits.

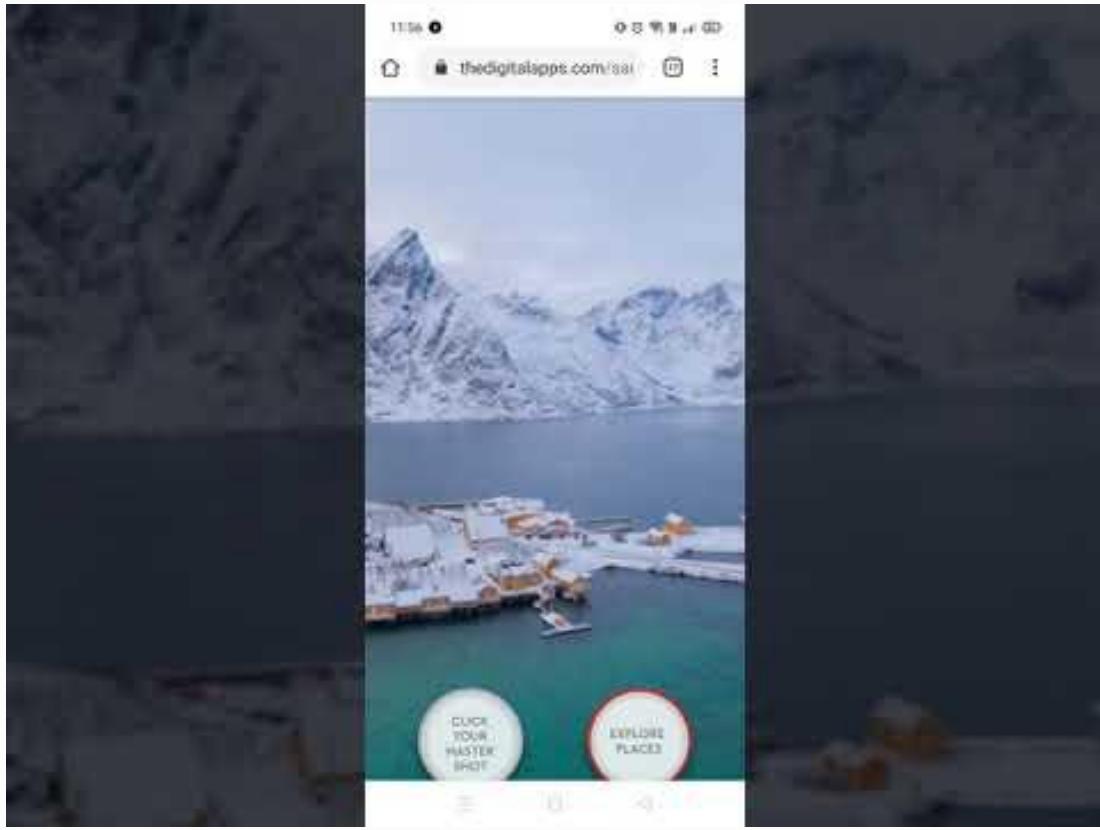
## Solution

- We created a game to strengthen product association and engage the audience with a fun experience by tying it with football.
- Players had to balance the ball by dribbling the ball on their heads and score points.
- The game associated balancing the ball on the head with the strength of hair that comes from the product.



<https://www.youtube.com/watch?v=VpDJlkSfqVI&t=2s>

## Web AR - Share Your World



## Burger King: Hack The IPL

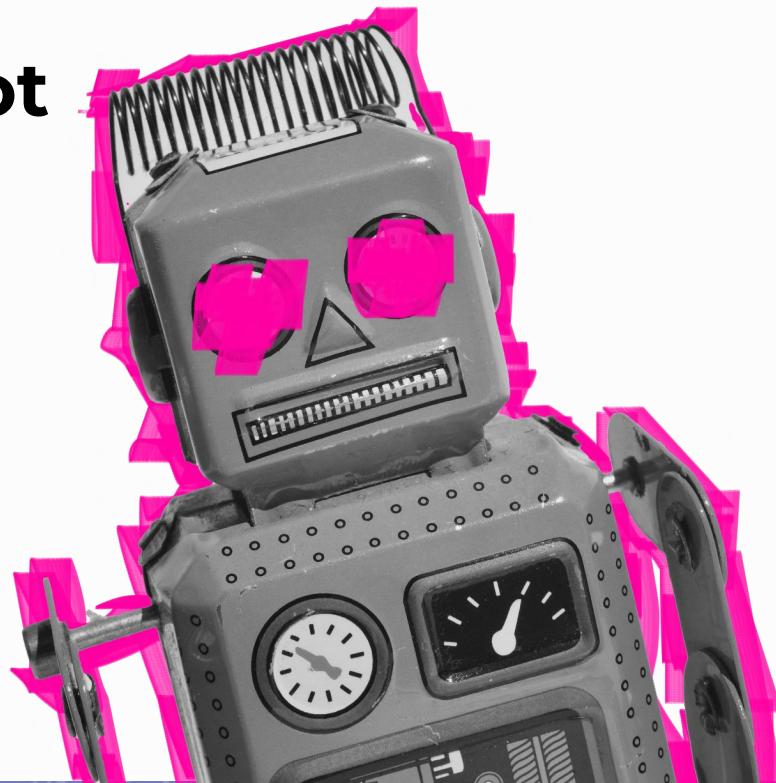
---



# Wrangler®

## RIP your Ex - Breakupbot

How we launched the Breakupbot for Wrangler and helped in increasing the sales by 515%.



# The Concept

## Context:

- Campaign created for Wangler for Valentines day “RIP your EX”.
- An anti Valentine’s Day campaign, designed to engage our audience through AI and with a unique in store activation.

## Concept:

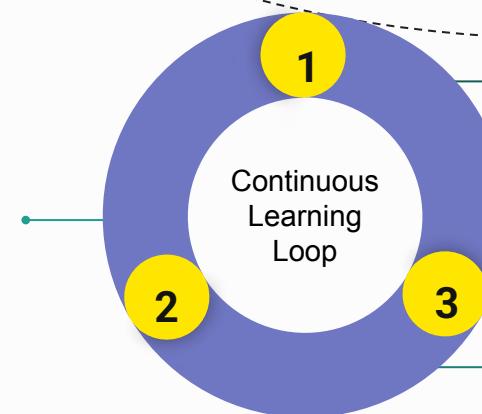
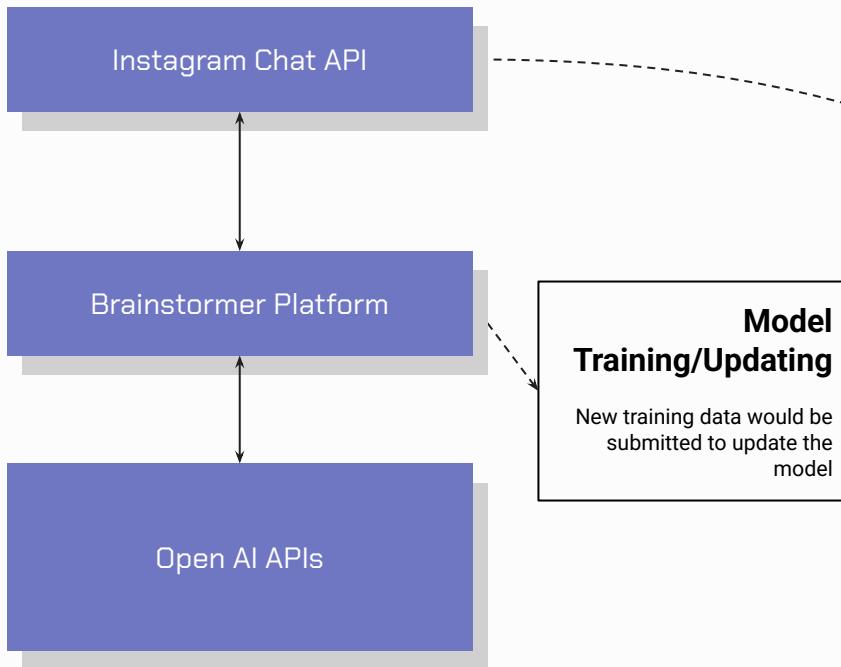
- Meet the Breakup Bot—the ultimate wing-bot who's always ready to help you kick your ex to the curb.
- Built a bot for the anti Valentine's that help breaking up or just need a good laugh, the Breakup Bot has got your back.
- This bot is like your trusty sidekick, your confidant, your partner in crime, and your personal cheerleader all rolled into one.

## Technologies Used

Instagram Chat API, Python Flask App Middleware, OpenAI Fine Tuned Model

## Solution Architecture

# MACHINE LEARNING OPERATIONS



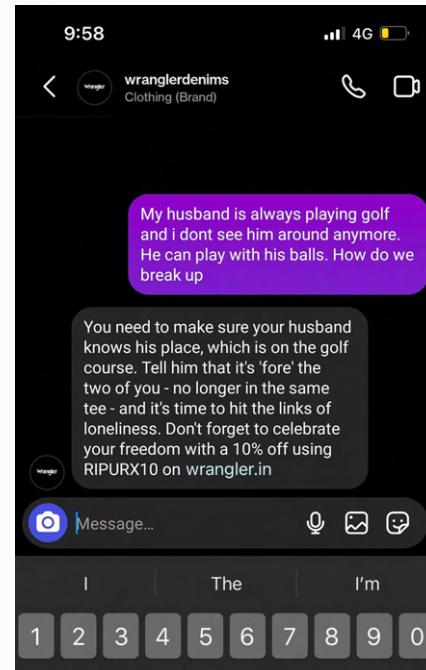
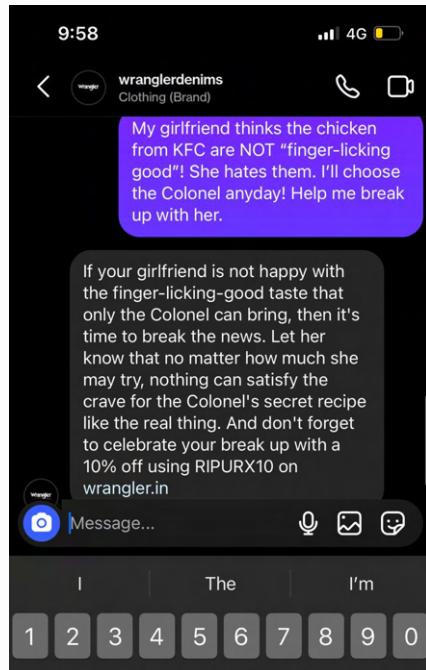
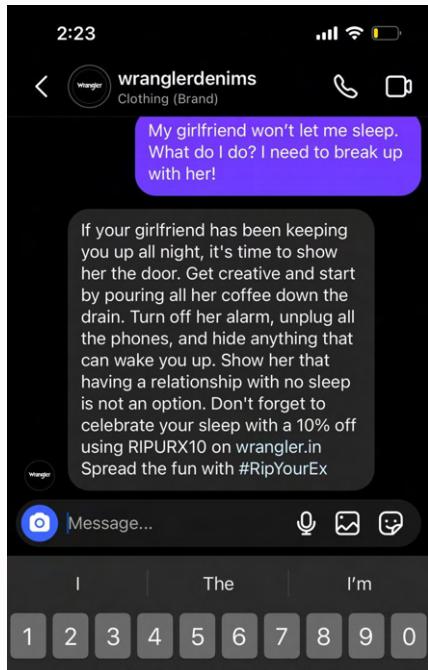
### Monitoring and Moderation

A Human in the loop (HITL) would monitor conversations happening with the bot in Instagram

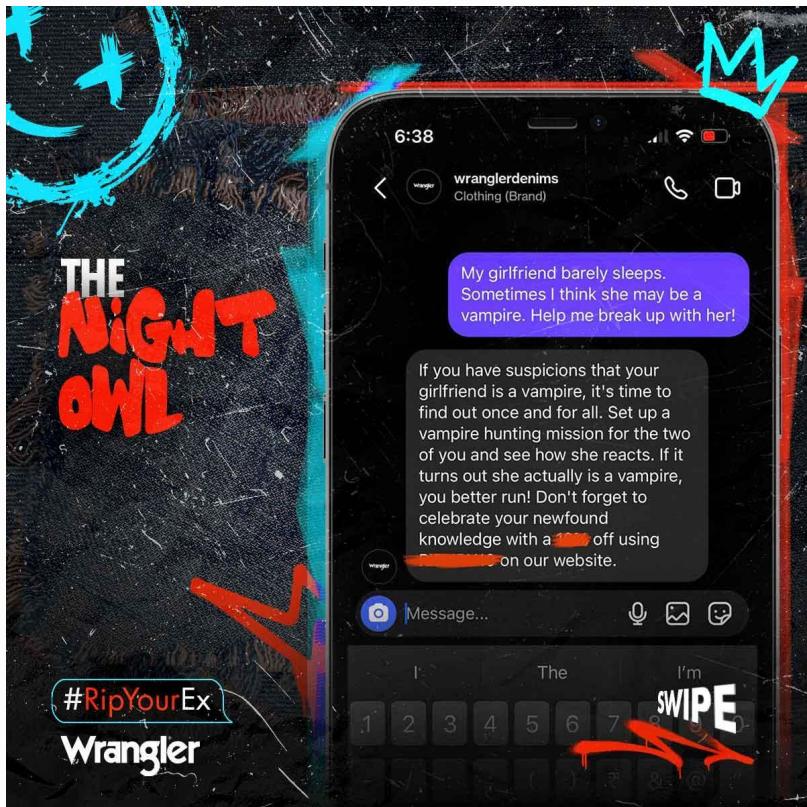
### Prompt /Training Data Engineering

Data sets (questions and answers) would be regularly updated and checked for bias and validity.

# What We Delivered



## What We Delivered



## Impact

---

So, that's **940 people** who engaged with the bot from start to end, and **8236 responses** the bot gave, so each conversation was an average of **8.76 messages** the bot sent per conversation.

Assuming the bot was replying to everyone one question from the user, that's a **16-17 message thread per user**.

# Gujarat Titans Metaverse

How we launched the Gujarat Titans in the Metaverse and sent 50K Indians into it.



# The Concept

## Context:

- The 'Gujarat Titans' is the latest team to join the IPL.
- Revealing their logo and brand identity is a milestone moment as it happens only once in a team's history.
- Existing IPL teams already had robust audiences and communities they had built up.
- A launch would have to be something truly special to capture the interest of an audience that was already being heavily targeted by existing teams and their marketing activities.
- Covid restrictions were still in place so offline large scale events were not an option.

## Concept:

- Don't just launch the identity, let people experience it.
- Build a social, virtual asset that could allow people to get up close and personal with the titans logo and with each other.
- A space that can continue to be used for engagement and built up as a new digital asset for the brand.

## What We Delivered

---



[https://bit.ly/titans\\_dugout](https://bit.ly/titans_dugout)

## The VR View



# Impact

## "THE MOST TALKED ABOUT LOGO LAUNCH IN THE HISTORY OF THE IPL"

◆ The Indian Express

### IPL 2022: Gujarat Titans unveils team logo

Gujarat Titans unveiled the team logo in the Metaverse on Sunday. The logo shows an apex echoing the spirit for what they are called the...

2 weeks ago



◆ Jagran Josh

### Gujarat Titans Logo: Hardik Pandya, Ashish Nehra and Shubham Gill unveiled team logo in Metaverse, check details

Gujarat Titans Logo ... The logo shows a peak echoing the spirit for which they are called the Titans-- to move upward and beyond in order to...

2 weeks ago



BT Business Today

### IPL 2022: Gujarat Titans becomes first Indian team to unveil logo in Metaverse

Ahmedabad-based Indian Premier League (IPL) team Gujarat Titans on Sunday revealed their logo. The logo was unveiled in a virtual space...

2 weeks ago



- **600+**  
Articles by Grade A publishers around the world
- **260K**  
Plays on the launch video
- **50K+**  
Visits to the Dugout
- **50 million+**  
impressions across all platforms
- **ALL ORGANICALLY**

# Impact

## "JAW DROPPING"

7:38 4

noesis-x-spatial  
6 members

Hey all @nere - Siddhartn is with noesis - they're the team behind the Gujarati Titans experience on Spatial! They're going to be doing a lot more with the Titans and many other brands in India in Spatial, and will make an amazing partner for us in India!

They're a team of 250, including 3D designers, a video production team, and more.

Looking forward to working with you Sidd!

Jacob Loewenstein 10:43 PM  
This is so exciting!!!!

Jake Steinerman 10:44 PM  
@siddkb so you know who is here...

@anandx - co-founder and CEO  
@Jacob (he/him) - Head of Growth  
@Gianna Valintina - leads our marketing  
@Bri - Product Marketing Manager (edited)

Gianna Valintina 10:45 PM  
Thanks for reaching out to us Sid! Looking forward to supporting the Titans & your partners activations this year!

Anand Agarawala 10:46 PM  
Very excited for this collaboration @siddkb ! The Titans reveal was so jaw dropping. Can't wait to do more amazing things together

Jake Steinerman 10:47 PM  
btw @anandx @siddkb was a Bumpton user and is a fan!

Anand Agarawala 10:49 PM  
5 people are from Spatial

Message noesis-x-spatial

Home DMs @ Mentions Search You

*Founder @ Spatial.io!*



TCM PLATFORM

xp&land

Gujarat Titans became  
the first sports team in India  
in the Metaverse.

## Titans Dugout Experience

3 Unique immersive  
experiences —



Exclusive Downloadable  
content for fans



600+  
Articles by Grade A  
publishers around the world



260K  
Plays on the  
launch video



1 Lac+  
Visits to the  
Dugout



50 million+  
Impressions across  
all platforms

ALL ORGANICALLY



TCM PLATFORM xp&dlnd

# MEETING THE STARS IN METAVERSE



India's first truly  
immersive sports  
digital meet and greet



Over 200  
participants

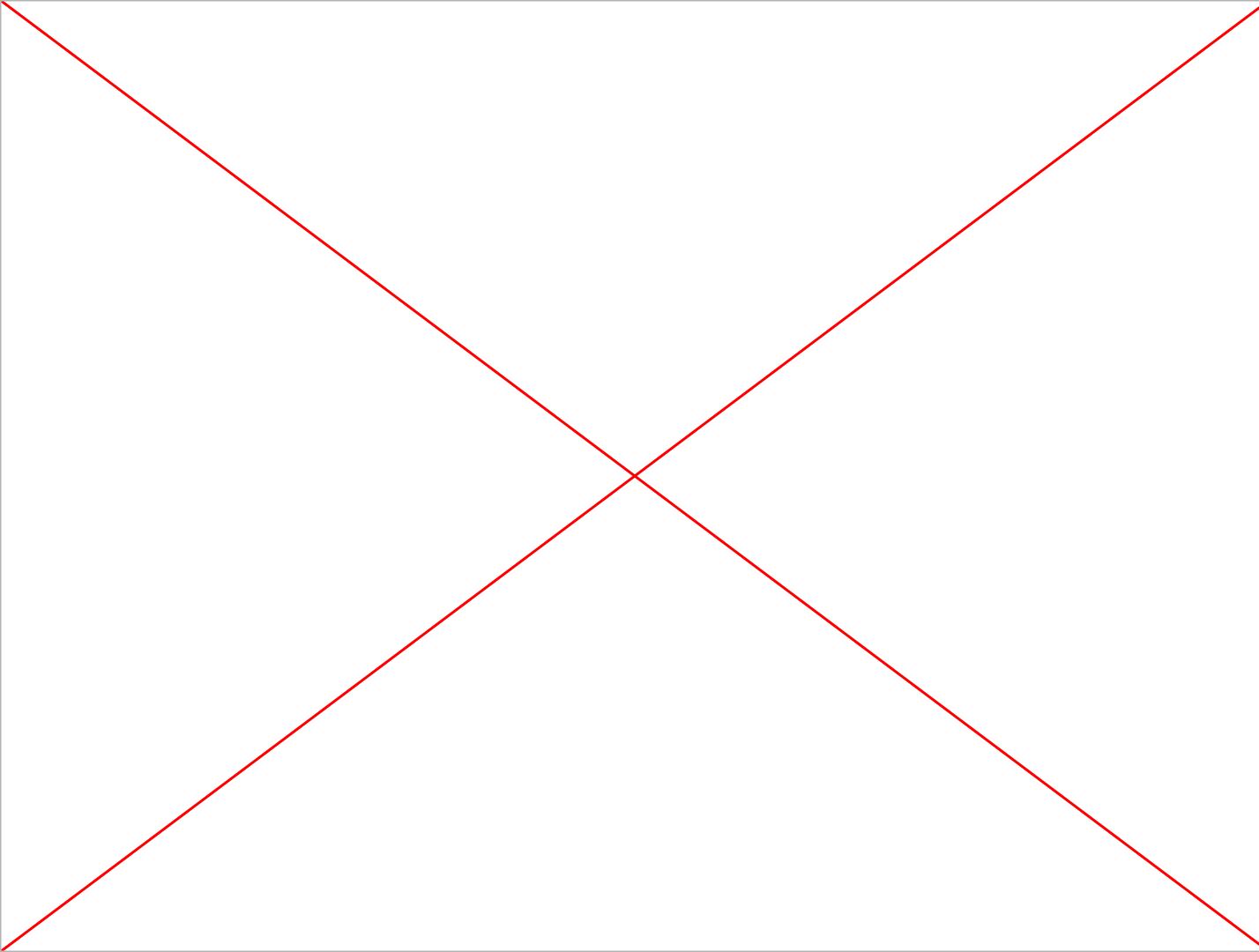


Fans from 11 countries  
including England  
and Afghanistan



First ever sports  
metafie in India





# What Clients Say About Us



# Danny Nathani

Chief Brand Officer,  
Sharekhan(By BNP Paribas)

“

*The Noesis team brought in a lot of deep thinking to design not only the registration phase but also the important 2nd phase of capturing the feedback from Beta Testers. Their detailed thinking on how to capture feedback (via Questionnaire & Chat integration) and how we at the back end get to see and process it fast(via a super easy Admin Panel) was very valuable and ensured effectiveness was delivered.*

# Pratik Aggarwal

Founder,  
The Cube Club

“

*A lot of people can build you a good website, but what makes Noesis stand out for me is the ability of their senior team to understand your goals well and make recommendations tailored to them.*

# Ritesh Rathi

Head of User Experience,  
Asian Paints

“

*Noesis worked on a very interesting tool to help our designers for our interior design services. The tool itself was delivered as per our design Requirements, and they used our feedback towards the tool to design and develop an output that would improve our customer interaction and hopefully reduce the iterations required to design our customers home.*

*As a digitally forward organization we are constantly experimenting with tools that can help the experience we leave our customers with and Noesis helped deliver that for us. We thank the team for their efforts.*