



*Inspiring You to the New World*

An ISO 9001 : 2015 Certified Company

SINCE 2012

Book of Our Journey



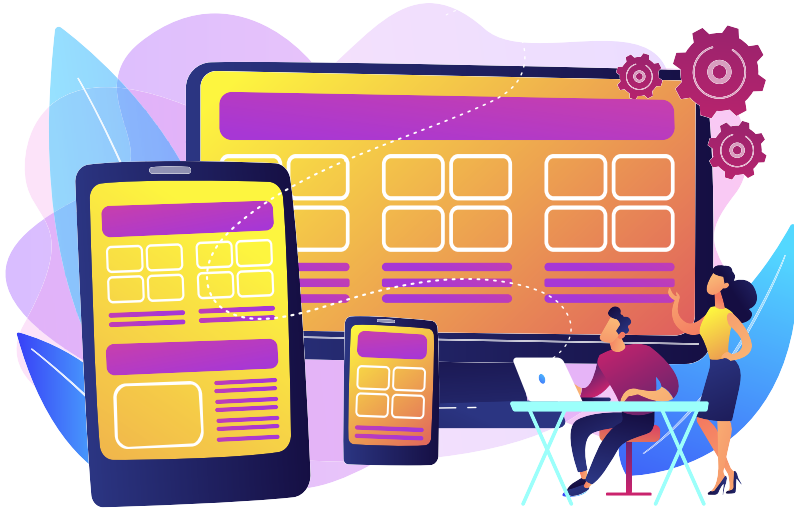
# Empowering **Businesses** through Innovative **Technology**



"A tree needs strong **Roots**  
to grow tall and **Strong**.  
Every **Business** needs a  
strong **Foundation**."

**Seyfert Infotech**  
Rooting your Business for Success

# Professional Responsive **Website** Development



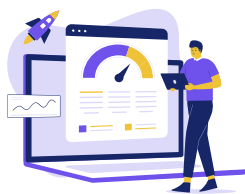
Observation



UX Design



Development



Testing



Launching



Ontime Support

# About Seyfert Infotech

Seyfert Infotech, established in **2012** by

**R. Manivannan**, stands out as the premier software company in Pondicherry, offering a comprehensive suite of services that cater to the evolving needs of businesses across various sectors. With expertise in **Website Designing, Mobile App development, Digital Marketing, SEO, and Software development**, the company has carved a niche for itself in the competitive industry landscape. In addition to its technical offerings,



Seyfert Infotech is committed to nurturing future talent through its **Internship** placement training programs. Over the years, the company has built a diverse clientele that spans multiple continents, including prestigious clients from **Singapore, Austria, UK, USA, France, Dubai, and Germany**. This global reach reflects Seyfert Infotech's commitment to delivering quality solutions tailored to meet international standards and client-specific requirements. The company's consistent growth and reputation for excellence since its inception underscore its position as a leader in software and technology services.

Moreover, Seyfert Infotech prides itself on its innovative products like **OBSSquare, Knockthebrain, W4all, Skolas, VCRDS, and PdyTours**—each designed to address specific market needs effectively. The company's expertise is particularly pronounced in education management application development where they have carved a niche for themselves by offering tailored solutions that enhance learning experiences across various educational institutions.



## Our Journey



Office in 2012 ( 100 Sqft )



Office in 2013 ( 300 Sqft )



Office in 2017 ( 500 Sqft )



Office in 2020 ( 2000 Sqft )

# About Founder

He is a renowned and highly acclaimed name in the world of software development, digital marketing, motivational speaking, and corporate training. With **14+ years** of experience under his belt, He has become a leading figure in the tech industry and has made a remarkable impact through his innovative ideas and strategies. Seyfert Infotech Software Company has emerged as one of the most successful software companies in the business. His vision and determination have been instrumental in shaping



**Manivannan.R**

During the unprecedented times of Covid-19 pandemic, He introduced **OBSquare** - Online Business Branding to help businesses sustain their growth amidst challenges. The launch of this digital marketing product received widespread appreciation from various industries.

Moreover, he also launched "**Knock the Brain**," a platform that offers career and life skill workshops to students to help them achieve success in their lives. As a trainer, he has mentored over **10,000+** students from schools and colleges across India. His dedication towards empowering young minds with knowledge and skills sets him apart as a true leader.

A man with many talents, He is also an accomplished violin player. He holds a Master's degree in Software Engineering from Annamalai University which serves as evidence of his dedication towards learning and self-improvement.

He has achieved remarkable success in his personal life as well. He is happily married to Subathra and blessed with a cute son named Pradyumnan

Through his various endeavors, He has demonstrated exceptional leadership skills, determination, and perseverance. His motto of "Don't do what others do, try to be different" has not only helped him personally but also inspired countless individuals to achieve success in their lives.

## About Director

She possesses an extensive knowledge base in technology that is instrumental in driving business towards sustainable growth. Joining the company as a team member in 2021, she quickly demonstrated exceptional dedication and involvement, allowing her to ascend to the position of director. Achieving such heights is a rarity, yet Suruthi exemplifies that success through relentless effort and a focused business acumen.



**SURUTHI EZHILAN**

She effectively leads her team by implementing innovative project themes and maintaining clarity in her vision, which fosters creativity and engagement among team members. Her strategic management has proven to be an invaluable asset, propelling the company towards reaching new levels of success and establishing a strong foundation for future advancements.

Furthermore, Suruthi holds a MCA and MBA, balancing her professional achievements with her personal life—married to Mr. Ezhilan and blessed with their cute daughter Hannah Adona. The company recognizes and appreciates her remarkable involvement and wishes her continued success on her career journey.



## Our Products



## Online Business Branding

Digital Marketing | SEO | Social Media Marketing | Google Ads | Meta Ads  
[www.obsquare.in](http://www.obsquare.in)



## Skill Development Training

Internship | Placement Training | Industrial Visit | Technical Workshop  
[www.knockthebrain.com](http://www.knockthebrain.com)



## Website for All

Single Page Website | Landing Pages | Digital Business Cards | Google Business Website  
[www.w4all.in](http://www.w4all.in)



## SkolaS Education Management Portal

School Management Application | Students Corner | School Mobile Apps  
[www.skolas.in](http://www.skolas.in)



## Pondicherry Search Engine

Local Guide | Hotels Booking | Packages | Rental | Parties | Events | Spiritual  
[www.pdytours.com](http://www.pdytours.com)



## Digital Business Card

Single Page Profile | NFC Digital Card |  
[www.vcrds.in](http://www.vcrds.in)



## Our Journey



My First Client New Saranya Pattu Centre in 2012



My Second Client Sri Gowri Pattu Center in 2012



My Third Client Alagappa Nagai Maaligai



Our School Website Launching in 2012



# What We Doing

- **Web Design**
- **Mobile App Development**
- **E Commerce Website**
- **CRM**
- **Software Development**
- **Management Software**
- **Booking Software**
- **Online Education Portal**
- **Digital Marketing**
- **SEO & SMO**
- **Google Ads**
- **Meta Ads**
- **Business Consultant**
- **Internship**
- **Placement Training**

# Website Development

In today's digital landscape, website development is increasingly focused on responsive design, ensuring that sites are fully compatible across all devices, from desktops to smartphones.



Our approach to creating responsive websites adheres to international standards and incorporates retina-ready design elements that enhance visual quality for our clients. We meticulously examine all search engine parameters and craft our code in alignment with the latest algorithms to optimize performance and visibility. With a seasoned team of professionals dedicated to managing each project, we guarantee bug-free delivery while providing ongoing support to ensure our clients' online success.



To further enhance web performance, we utilize GTMetrix for comprehensive assessments while striving for zero errors on the W3C Validator Checker. Additionally, we enable Google Analytics and Google Webmaster Tools for our clients, facilitating accurate monitoring of website traffic and performance metrics.





## Our Journey



Client from Chennai Visited Office



Client from Austria visited Office



Pope John Paul II College of Education  
Website Launch



Pondicherry Maritime Academy

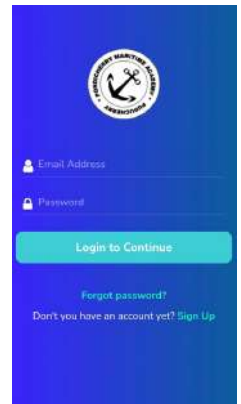
# Mobile App Development

Our professional mobile app development team has successfully launched a multitude of applications on the Android Play Store, showcasing our expertise and commitment to quality.



Among our noteworthy projects is a comprehensive research-based application tailored specifically for dental professionals, designed to enhance practices for dentist doctors through innovative features grounded in extensive research.

In addition to this specialized app, we have also developed cutting-edge solutions in various sectors, including an educational app aimed at enriching learning experiences, an e-commerce platform that streamlines online shopping, and an online class application that facilitates remote education.



Our dedicated app development team combines creativity with extensive experience to ensure that each mobile application meets the unique needs of our clients, helping them achieve their business goals with functionality and flair.



Obsquare emerged as a vital solution during the COVID-19 pandemic, designed to elevate businesses onto the global stage. Our comprehensive strategy encompassed a robust blend of Social Media Marketing, Search Engine Optimization, and Business Branding, all tailored to meet the unique needs of our clients. A significant part of our approach involved conducting in-depth audience analysis to accurately identify potential customers and strategically activate platforms that would optimize promotional opportunities.

To engage audiences effectively, we created visually compelling reels and dynamic video ads that captured attention across various digital landscapes.

Furthermore, we took a proactive stance in managing our clients' social media presence by consistently monitoring and maintaining their profiles on platforms like Facebook, Instagram, YouTube, LinkedIn, Google Business, and Twitter, ensuring they remained active and responsive in an ever-evolving market environment.







## Our Journey



ALC College of Education



Blue Stars Higher Secondary School



Sri Sari Krupa Hospital



Oyappan Hospital Website Launch

Knockthebrain has been specifically designed to empower students in enhancing their career prospects and skill sets.

Recognizing that many students struggle with resume preparation and lack the necessary knowledge to navigate their career paths effectively, we have launched this comprehensive career development training program.

The initiative has seen a significant turnout, with numerous college students engaging in internships, industrial visits, and workshops aimed at honing their skills for future employment.

Through our focused skill development training program, we have successfully reached a wide array of college students, equipping them with the tools and experience required to thrive in today's competitive job market.



# Achievements





# Achievements



**PONDICHERRY TECHNICAL UNIVERSITY  
MBA STUDENTS**



**SRI MANAKULA VINAYAGAR SCHOOL OF ARTS AND SCIENCE COLLEGE  
B.Sc Students**



**THEIVANAI AMMAL COLLEGE FOR WOMEN  
VILLUPURAM**



**KARPAGA VINAYAGAR COLLEGE OF ENGINEERING & TECHNOLOGY  
CHENGALPATTU**



**SRI MANAKULA VINAYAGAR SCHOOL OF ARTS AND SCIENCE COLLEGE  
B.Sc Students**



**THEIVANAI AMMAL COLLEGE FOR WOMEN**

# Achievements



**GLOBAL COLLEGE OF ARTS AND SCIENCE FOR WOMEN  
VELLORE - INDUSTRIAL VISIT**



**SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE  
MCA STUDENTS**



**ANNAMALAI UNIVERSITY CHIDAMBARAM  
MCA STUDENTS**



**SRI MANAKULA VINAYAGAR SCHOOL OF ARTS AND SCIENCE COLLEGE  
BA ENGLISH**



**SURYA GROUP OF INSTITUTIONS  
B.TECH**



**ANNA UNIVERSITY VILLUPURAM  
B.TECH**



# Achievements



**ANNAMALAI UNIVERSITY VILLUPURAM**  
MCA STUDENTS



**GLOBAL COLLEGE OF ARTS AND SCIENCE FOR WOMEN**  
VELLORE - INDUSTRIAL VISIT



**SRI MANAKULA VINAYAGAR SCHOOL OF ARTS AND SCIENCE COLLEGE**  
B.COM GENERAL



**GLOBAL COLLEGE OF ARTS AND SCIENCE FOR WOMEN**  
VELLORE - INDUSTRIAL VISIT



**ANNAMALAI UNIVERSITY VILLUPURAM**  
MCA STUDENTS



**ARUNAI ENGINEERING COLLEGE**  
TIRUVANNAMALAI

# Achievements



**THEIVANAI AMMAL COLLEGE FOR WOMEN  
VILLUPURAM**



**VELLORE INSTITUTE OF TECHNOLOGY  
CHENNAI**



**RAAK ARTS AND SCIENCE COLLEGE  
PUDUCHERRY**



**GLOBAL COLLEGE OF ARTS AND SCIENCE FOR WOMEN  
VELLORE - INDUSTRIAL VISIT**



**THEIVANAI AMMAL COLLEGE FOR WOMEN  
VILLUPURAM**



**GLOBAL COLLEGE OF ARTS AND SCIENCE FOR WOMEN  
VELLORE - INDUSTRIAL VISIT - 2024**

## Trained 5,000+ Students

W4All has officially launched an innovative solution tailored specifically for the website development needs of small-scale industries, offering a cost-effective alternative that meets the demands of today's digital landscape.



This product specializes in single-page websites, ideal for businesses looking to enhance their online presence through Google Business Pages, landing pages for Meta ads, and temporary event promotion sites.



With a standard design framework, users can select from a variety of color patterns that cater to different business categories, ensuring a customized look without breaking the bank. For those seeking affordable website solutions, W4All provides an excellent opportunity to establish an online identity that is both professional and accessible.



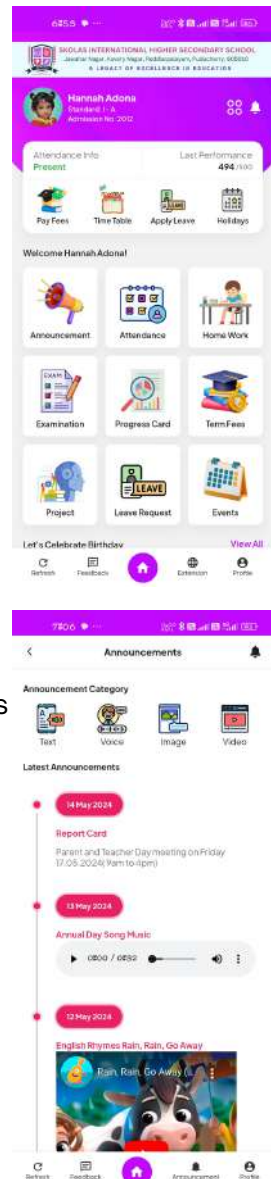
[www.w4all.in](http://www.w4all.in)

Skolas is a visionary project developed by Seyfert Infotech, originating as an idea in **2012** and culminating in the successful launch of a comprehensive School Mobile Application, thanks to the invaluable support of director Suruthi and senior developer Santhosh.

Designed as an integrated solution for schools, Skolas embodies its slogan "Bridging the Gap" by effectively addressing communication barriers among students, parents, teachers, and school management.

Beyond facilitating seamless interaction and information flow, Skolas is committed to enhancing the overall development of educational institutions. This commitment is realized through the organization of various events, training sessions, and competitions that foster academic excellence.

Additionally, Skolas honors school toppers to recognize their outstanding performance in academics, thereby inspiring a culture of achievement within schools.





PDY Tours represents a significant long-term research and development initiative by Seyfert Infotech aimed at enhancing the accessibility of information about Pondicherry. Noticing a gap in the availability of comprehensive and informative websites devoted to this beautiful destination, our dedicated team, director Suruthi, senior developers Santhosh and Arulmanikandan undertook the responsibility of creating an integrated portal that serves as a reliable resource for both locals and visitors.



After extensive discussions and strategic planning, we are proud to announce the launch of **[www.pdytours.com](http://www.pdytours.com)**, which stands as the premier search engine for all things Pondicherry.



This user-friendly platform provides complete and up-to-date details on various aspects of Pondicherry, including attractions, cultural insights, dining options, and accommodations. Furthermore, the portal is designed to continuously evolve with daily updates ensuring that users have access to the most current information available.





VCRDS represents an innovative leap forward for Seyfert Infotech, seamlessly bridging the gap between traditional networking and digital convenience through its digital business card platform.

Hard copy business cards can be both costly and cumbersome, often leading to challenges in management and updates; any changes necessitate a complete overhaul of existing cards.

In contrast, VCRDS offers a singular solution that combines multiple functionalities into one streamlined tool. Users can effortlessly download their digital visiting card as an app icon, making it accessible anytime and anywhere. Sharing is just a click away, facilitating easy connection with clients and partners while ensuring that comprehensive business information is readily available.

Moreover, the introduction of NFC technology allows users to tap their card against another device to save the link instantly. The advent of VCRDS promises to revolutionize networking practices in the business realm by enhancing efficiency and fostering more dynamic connections among professionals.





# No.1 Company in Pondicherry



See photos



See outside

## Seyfert Infotech

4.9 ★★★★★ 168 Google reviews

Software company in Pondicherry

☎ 97901 30348, 73390 49010, 94894 07336, 88389 12528

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✉ [info@seyfertinfotech.com](mailto:info@seyfertinfotech.com)

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GOOGLE



INSTAGRAM



FACEBOOK



YOUTUBE



LINKEDIN



## Digital Marketing Flow

Market  
Research

01.

Competitive  
Analysis

02.

Identify Target  
Audiences

03.

Set Goal  
Objectives

05.

Define Specific  
Strategies

05.

Determine  
Evaluation  
Methods

06.

## Vision 2025



“We don’t just dream our thoughts, we  
work them into reality”

Join Together to Shine

## Elevate Your Business

- "Elevating businesses to new heights"
- "Transforming your business, one step at a time"
- "Unlocking your business potential"
- "Propelling your business to success"
- "Taking your business to the next level, and beyond"

**Seyfert Infotech**

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