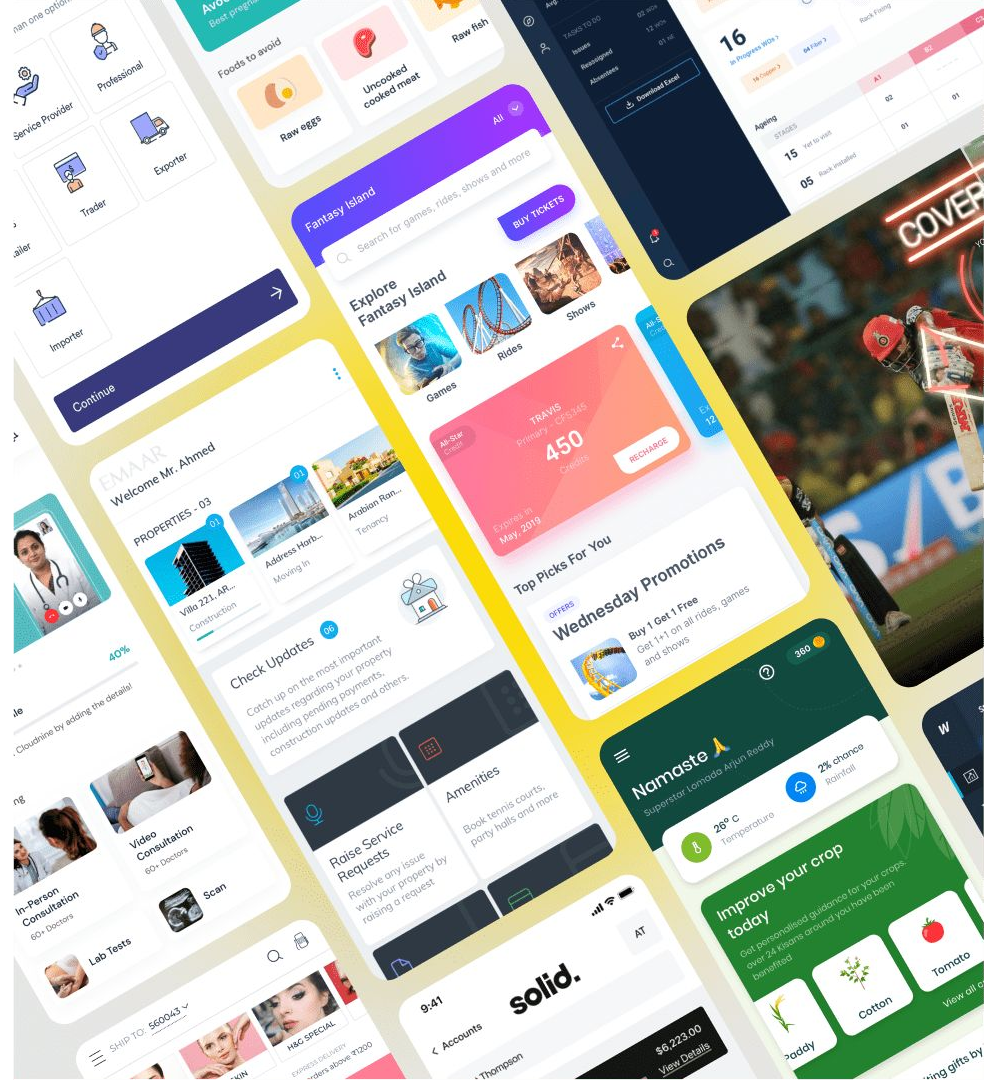


# Let's disrupt with design.

All rights reserved. This is a private & confidential document. Sharing or reproducing this without consent is prohibited.



*digital*



*disruptor & creator of life*



**NETBRAMHA™**  
STUDIOS



*Lab that co-creates future*

**PASSION**

*for design*

**PURPOSE**

*to make a difference*

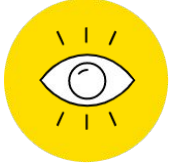


**PERSISTENCE**

*to see it through*

# EXPERTISE

NETBRAMHA™



## RESEARCH

QUALITATIVE RESEARCH  
QUANTITATIVE STUDIES  
HEURISTICS EVALUATION  
GLOBAL BENCHMARKING



## STRATEGY

DESIGN THINKING  
PRODUCT STRATEGY & ROADMAP  
SERVICE DESIGN  
DESIGN PRINCIPLES



## DESIGN

BRANDING & ILLUSTRATION  
INTERACTION & INTERFACE DESIGN  
PROTOTYPING & USABILITY TESTING  
FRONT END DEVELOPMENT

# STUDIO IN NUMBERS

**01** billion+ users impacted worldwide

**16+** years in business

**250+** clients

**75+** designers

**30+** countries

**20+** domains

**01** **mission: disrupt with design**

# LEADERSHIP

NETBRAMHA™



## **Aashish Solanki**

*Founder & CEO*

16+ years of design experience  
Founder at non profit DesignDay  
Design mentor & leader



## **Dimple Jain**

*Co-Founder & COO*

14+ years of process experience  
Ex-Thomson Reuters  
Six Sigma Black Belt

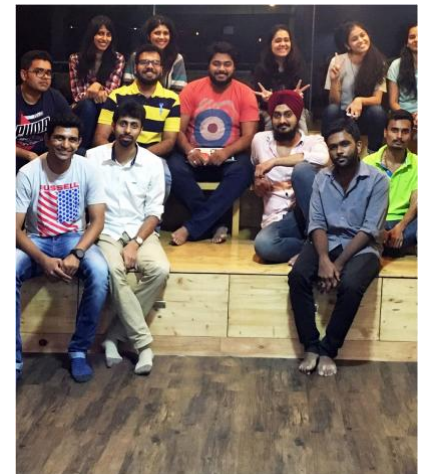


## **Shyamal Mehta & Amit Rana**

*Advisors*

Co-Founders, Techjini (Now part of Datamatics)

# TEAM



# TEAM

NETBRAMHA™



# PROCESS



# AWARDS



Red Dot Design Award  
Reddot



Top 10 Global Design Agency  
Clutch 2020, 2021, 2022



Baby Blue Elephant  
Kyoorius



Experience Design  
A' design



Interaction Design  
A' design



Best Experience Agency  
UX India



India's Best UX Studio  
UX India

*& many more...*



# STATE AWARD

'Eminent Engineer' Award for **outstanding contribution to design thinking & strategic user experience over last 15 years in India.**



# COLLABORATIONS

NETBRAMHA™

TEDx

.hypercollective

Inc42

INDIEFOLIO  
India's largest network for creative professionals

DESIGN4INDIA™  
A NASSCOM INITIATIVE

INDIA'S  
BEST  
DESIGN  
AWARDS  
2019

500

POOL MAGAZINE

Bēhance

Design up

THE TIMES OF INDIA

IIMB  
मेरवि नमोभक्तानु

ux india

A' DESIGN AWARD  
& COMPETITION

DH DECCAN HERALD

Galileo  
Global Education

IXDA  
CAMPINAS

Microsoft  
Accelerator

afaqs!

TL^BS

HEADSTART  
Startup  
Saturday

THE ECONOMIC TIMES

L'ÉCOLE DE  
DESIGN

CII  
Confederation of Indian Industry

ADI | Association of  
Designers of India

# CLIENTS

NETBRAMHA™

Vedantu

HDFC BANK

cleartax

SEEDWORKS

SIS  
Security and Intelligence  
Services (India) Limited

ICICI Bank

health & glow

pepperfry

simpli  
namdhari's

cloudnine

Infosys

JIGSAW ACADEMY  
THE ONLINE SCHOOL OF ANALYTICS

STOREKING

tcs TATA  
CONSULTANCY  
SERVICES

TAXI  
FOR SURE  
.COM

LUMINOUS

india**property**.com  
We get you Home

wipro

ACT

MONEST

fisd**om**

adda**52**.com  
rummy

sem**nox**®

FESTIVALS  
FROM  
INDIA

sear**ce**°

# CLIENTS

NETBRAMHA™



EMAAR

McKinsey  
& Company



Unilever



SPRINGER  
NATURE



LUMINOUS



solid.



# CLIENT SPEAK

Their **attention to detail** and willingness to do those extra iteration to get it right was impressive.

*COO, Global SAAS product firm*

They treated this engagement as if it were **their own project** and took pride in it.

*CEO, Cloud consulting firm*

They had a very **structured approach**, and we were very impressed.

*CEO, Unicorn product startup*

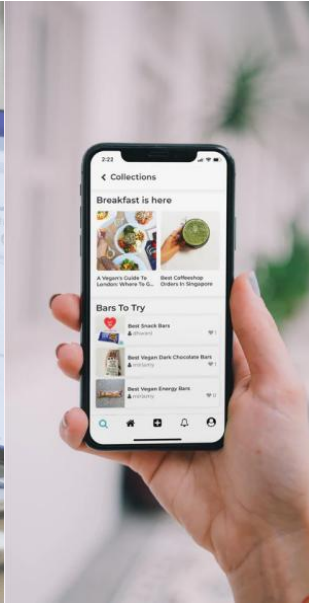
Their **design thinking** capability delivered unlike anything else on the market for our product.

*Founder, Enterprise product startup*

Their **design expertise** is a standout. The final outcome delivered more than expected results.

*CMO, Fortune 500 company*

# CASE STUDIES



**AR / VR**

**Web**

**Mobile**

**Kiosks**

**Wearables**

**IoT**

# EMAAR ONE

## Property Management App

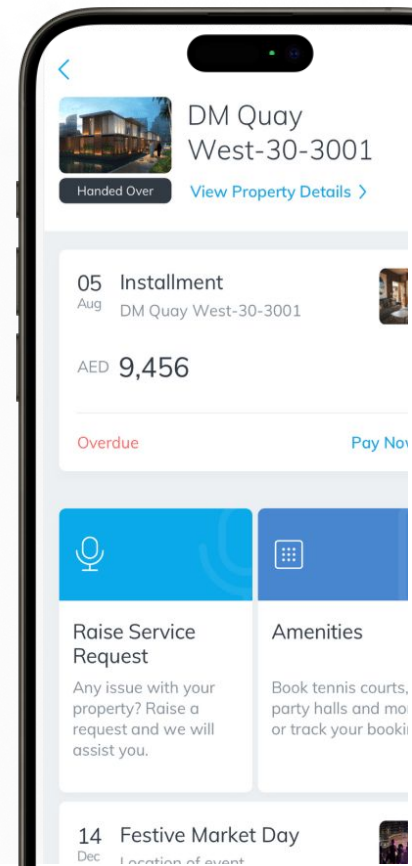
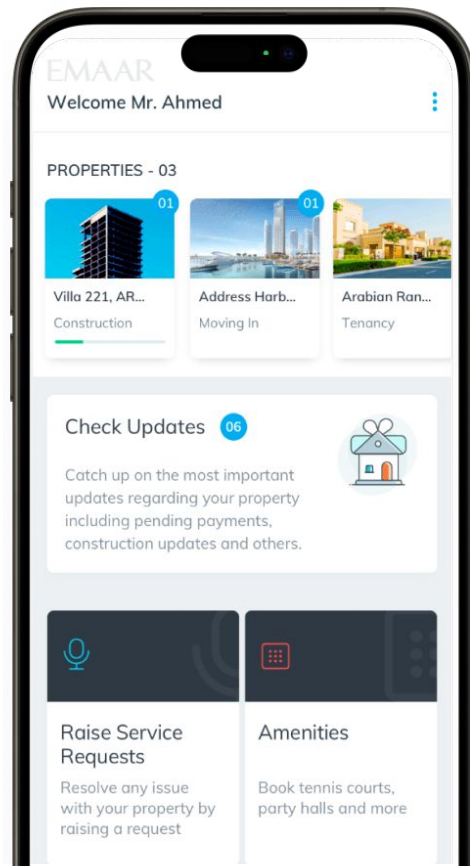
|                   |             |
|-------------------|-------------|
| <b>Platform</b>   | Mobile(iOS) |
| <b>Domain</b>     | Real Estate |
| <b>Demography</b> | UAE         |

We digitally transformed the platform by providing an end-to-end product design with imbibing the offline and online processes for purchasing, service requests and payments to move-in- a holistic property management application with a premium look and feel.

### Impact

- *Single app for entire lifecycle*
- *Enhanced customer satisfaction*
- *Cost & process efficiency*
- *Faster recovery of due payments*

NETBRAMHA™



# GOOGLE

## Youtube Broadcast

|                   |                       |
|-------------------|-----------------------|
| <b>Platform</b>   | AR/VR(Web Responsive) |
| <b>Domain</b>     | Entertainment         |
| <b>Demography</b> | India                 |

An augmented reality coaching experience which showcased the user playing shots depicted on a video. With use of a camera, the user's shots translated to 'virtual' on screen and by evaluation the users were provided with accuracy scores.

### Impact

- *State of art AR/VR Experience for cricket fans*
- *Huge success during IPL Cricket Matches*
- *Consistent experience across devices & platforms*
- *Efficient and cost effective*



# SIXT

## Global Routes in Premium Rides

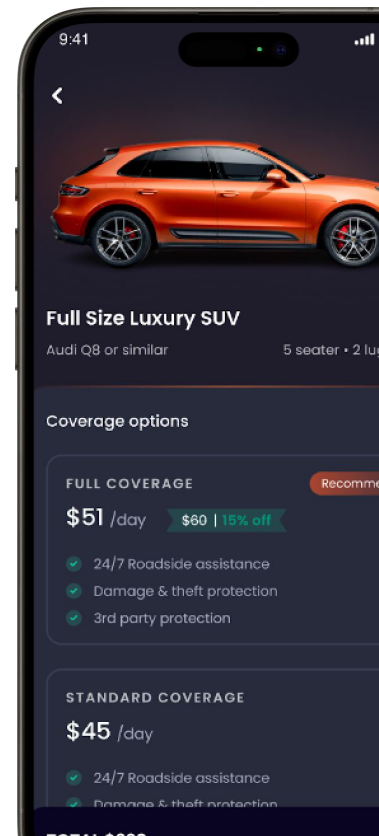
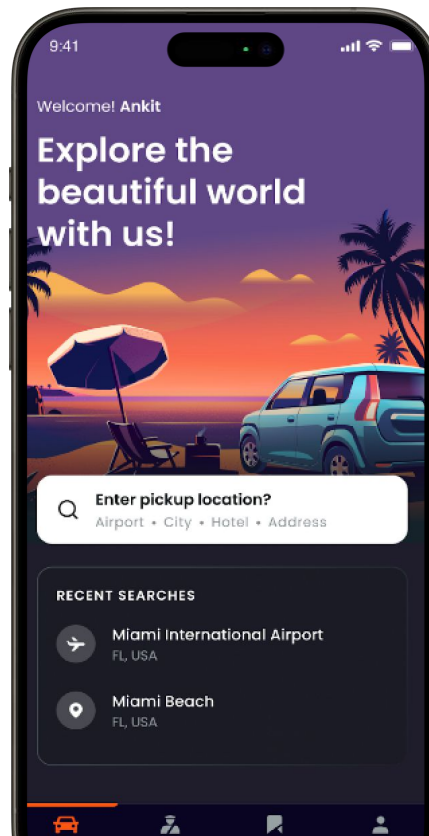
|                   |                         |
|-------------------|-------------------------|
| <b>Platform</b>   | Mobile App              |
| <b>Domain</b>     | Travel & Transportation |
| <b>Demography</b> | India                   |

We redesigned the web & mobile experience to address user frustrations and crafted a delightful user journey. Through experimentation, testing, and research-driven insights, we achieved higher click-through rates.

### Impact

- 20% increase in booking click-through-rate across devices
- Reached 2000+ locations in 130+ countries
- Dramatically improved developer efficiency and scalability through modular and consistent design for feature development

NETBRAMHA™



# CLEAR TAX

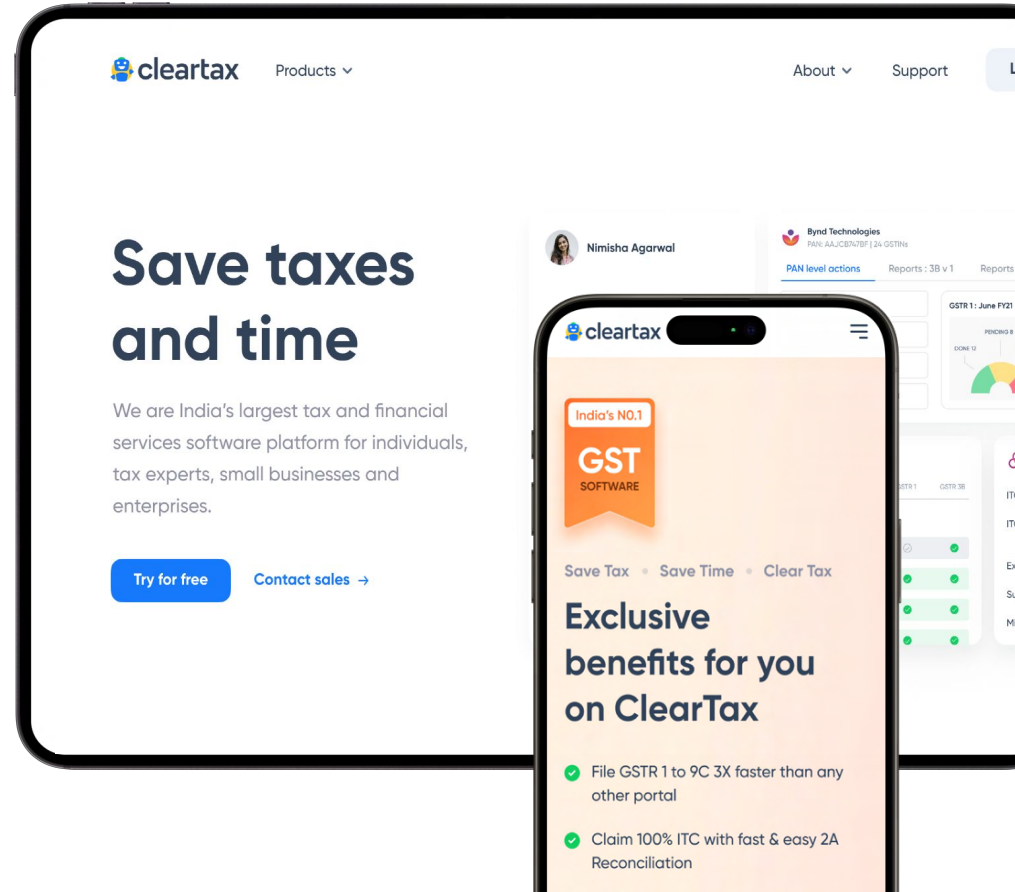
## Digital Income Tax Filing

|                   |                |
|-------------------|----------------|
| <b>Platform</b>   | Web Responsive |
| <b>Domain</b>     | Fintech        |
| <b>Demography</b> | India          |

Innovative & smooth ITR flow that is fast, comprehensive, enabled users higher tax savings, serving the needs of every kind of users. Helpful, information snippets throughout the journey, & customized recommendations, we removed the need for 3rd party help.

### Impact

- Simplified workflow for 2.5 Million+ Indians across 40,000 organisations
- Time required to file tax brought down to < 7 mins
- 2 Million+ man hours saved in personnel



# NPCI BHIM

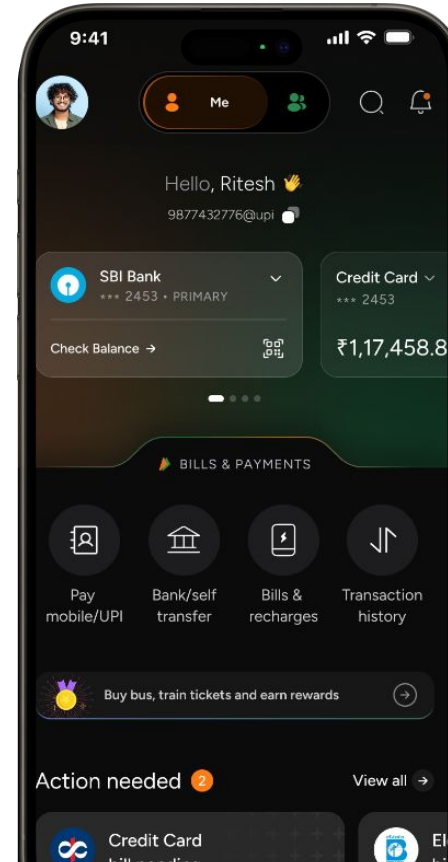
## Seamless Digital Transactions

|                   |                       |
|-------------------|-----------------------|
| <b>Platform</b>   | Mobile(Android & iOS) |
| <b>Domain</b>     | Fintech               |
| <b>Demography</b> | India                 |

NetBramha is redesigning India's official digital payments app to enhance convenience, efficiency, and inclusivity, ensuring effortless transactions and an intuitive, engaging user experience for millions.

### Impact

- *Make digital payments accessible to all, including those with limited tech proficiency.*
- *Simplify financial transactions to reduce time and effort.*
- *Prioritize inclusivity to meet diverse user needs and preferences.*



# CLOUDNINE

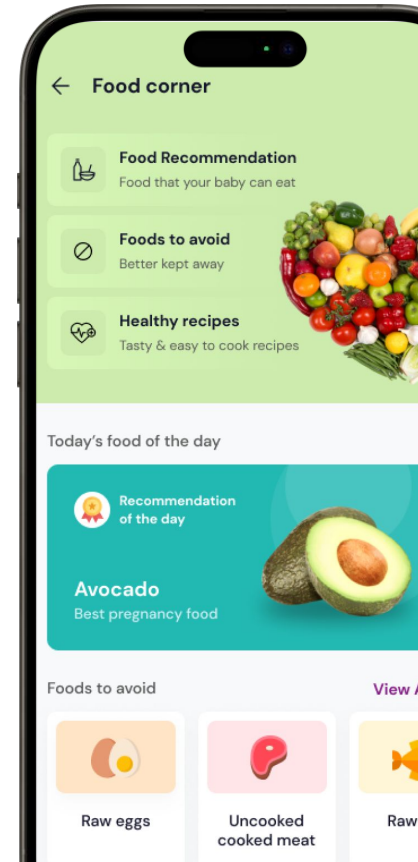
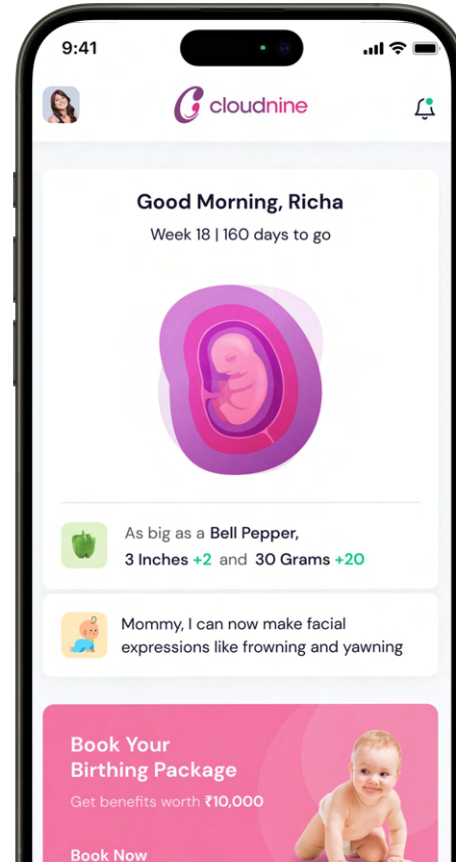
## Digital Pregnancy Care Experience

|                   |                       |
|-------------------|-----------------------|
| <b>Platform</b>   | Mobile(Android & iOS) |
| <b>Domain</b>     | Healthcare            |
| <b>Demography</b> | India                 |

We created a holistic digital first pregnancy support journey for to-be-moms/mothers to make the journey stress free with an ability to book consultations, have access to accurate data about nutrition, symptoms and much more.

### Impact

- 2X faster rolling out of new features
- 400% jump in # of users
- 20-40% drop in users' anxiety levels



# RELIANCE - TIRA

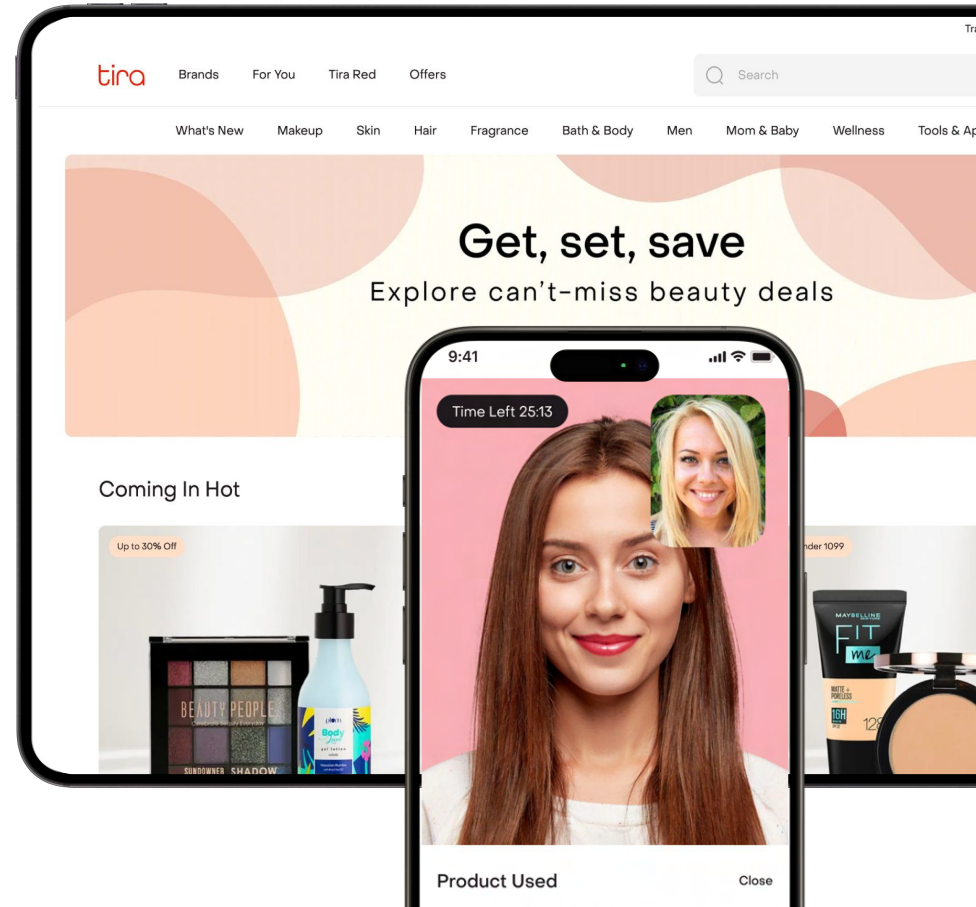
## Digital Ecommerce Experience

|                   |                |
|-------------------|----------------|
| <b>Platform</b>   | Web and Mobile |
| <b>Domain</b>     | Ecommerce      |
| <b>Demography</b> | India          |

We designed an application & website to create meaningful innovations using Beauty Tech that will make the user journey more engaging and decisive. This includes unique features like Virtual Try-On, e-Beauty Advisor, and Shop the Look.

### Impact

- Reached over 100 million customers
- A one-stop-shop for all beauty needs, providing a seamless online experience complemented by an extensive offline store network.
- Positioned to become the leading beauty application in the country due to Reliance's massive scale and distribution.



# SPAR

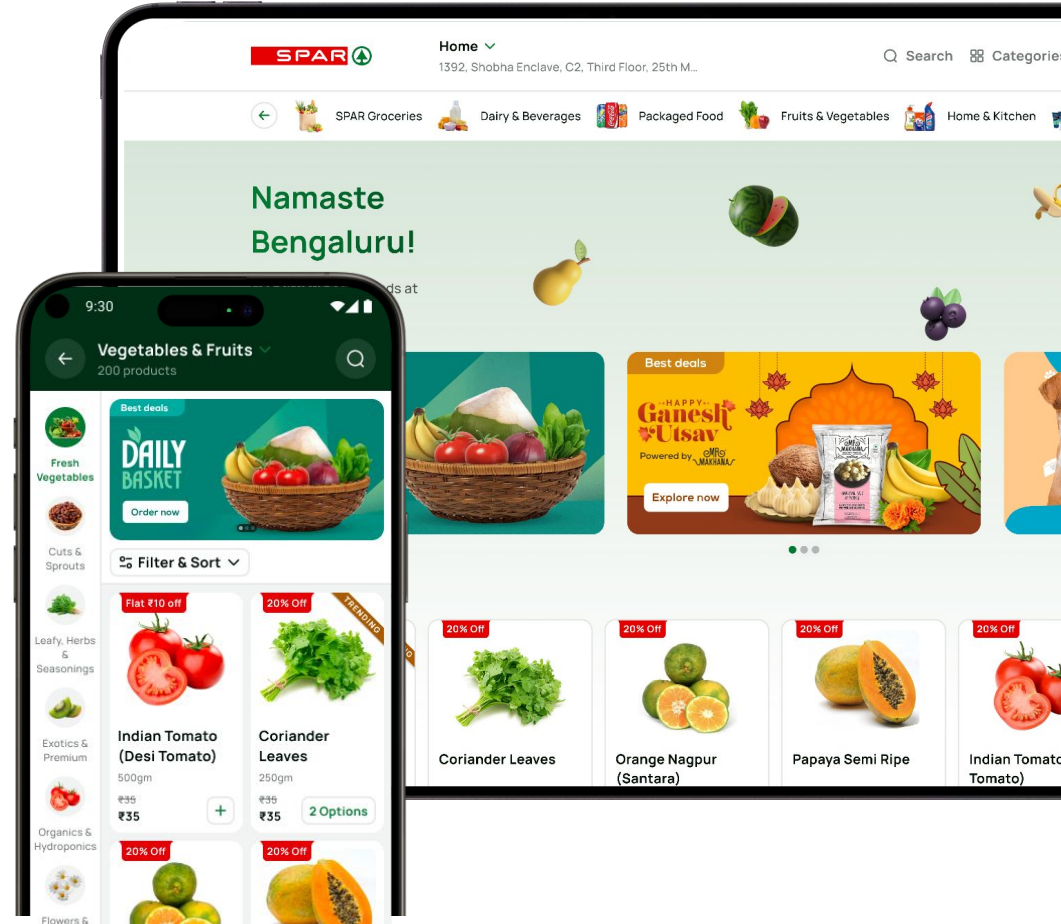
## E-Commerce Platform

|                   |                  |
|-------------------|------------------|
| <b>Platform</b>   | Website & Mobile |
| <b>Domain</b>     | Retail           |
| <b>Demography</b> | India            |

By eliminating design inconsistencies, we designed an intuitive, up to date & seamless platform, which as a revamp, will aid in faster navigation and easy checkout across mobile app and website.

### Impact

- *Consistent, seamless interface across mobile and web platforms.*
- *User-friendly design for easy browsing and product discovery.*
- *Smooth, seamless checkout process for an effortless user journey*



# TRANSUNION

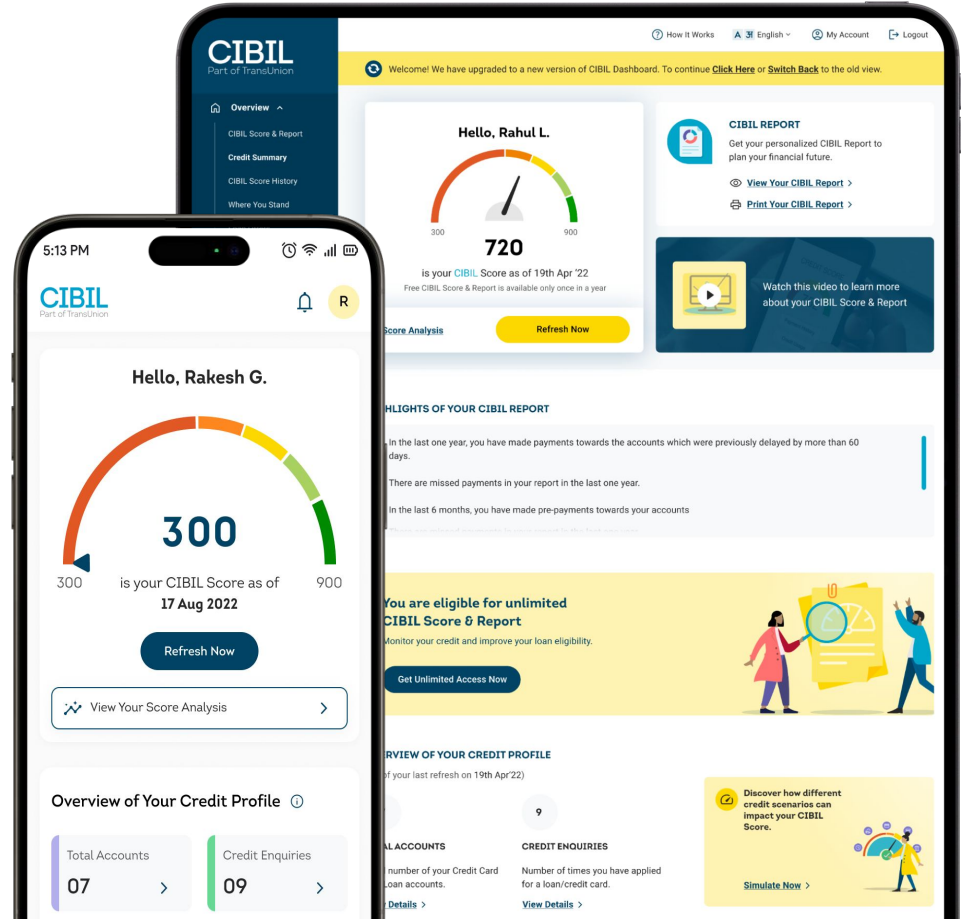
## Cibil Reports & Scores

|                   |                       |
|-------------------|-----------------------|
| <b>Platform</b>   | Mobile(Android & iOS) |
| <b>Domain</b>     | Fintech               |
| <b>Demography</b> | India                 |

TransUnion asked NetBramha to enhance the CIBIL app by simplifying credit reports and scores, improving user experience, and making financial information more accessible and understandable.

### Impact

- *Increased user interaction with key elements and calls to action.*
- *Improved visuals and usability boosted sign-ups and onboarding.*
- *Enhanced engagement led to longer interactions and better feature understanding.*
- *Higher utilization of referral programs and sharing features.*



# SPRINGER

## Nature Navigator

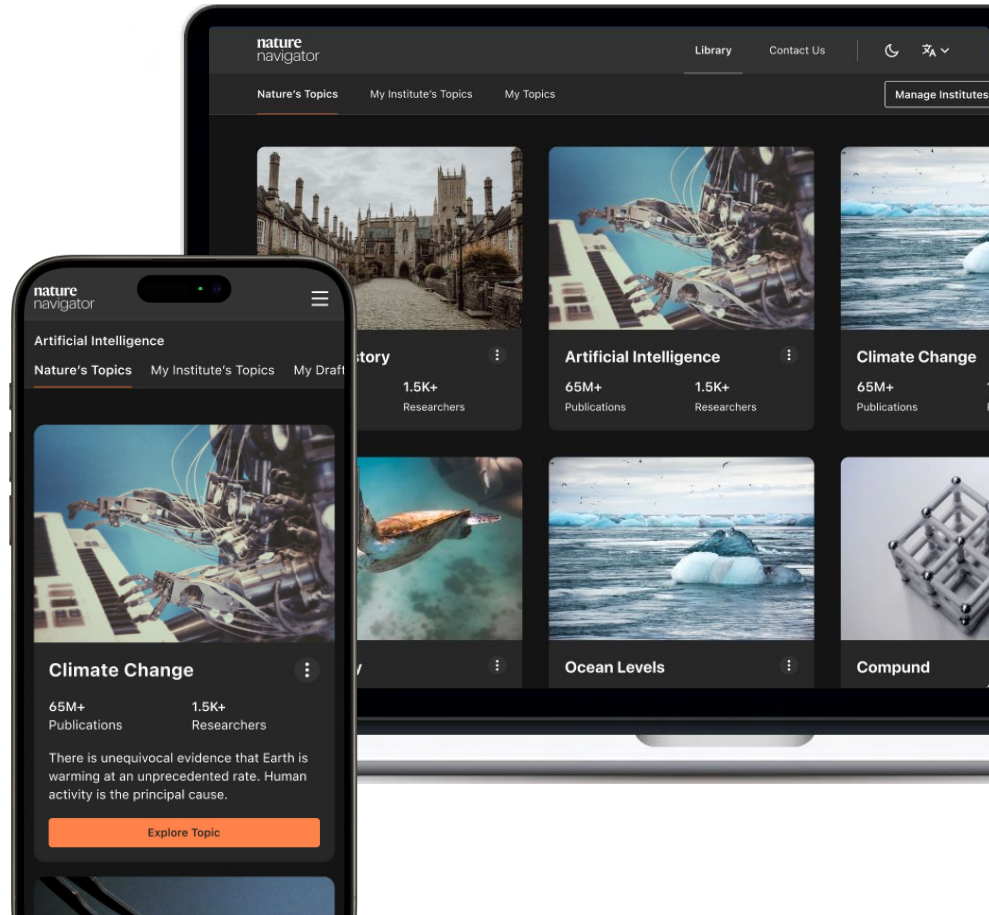
**Platform**  
**Domain**  
**Demography**

Web Responsive and Mobile  
Research Intelligence  
Global

We drove global innovation across research domains by enabling researchers to sift through millions of papers with real-time, holistic insights.

### Impact:

- *Enhanced information comprehension with an insights-focused structure and simplified research paper discovery.*
- *Revamped information architecture, aiding well-informed decisions with optimal ROI.*
- *Facilitated collaboration among thousands of researchers, offering control and flexibility to find peers based on various criteria.*



# YUBI

1 Stop Debt Solution

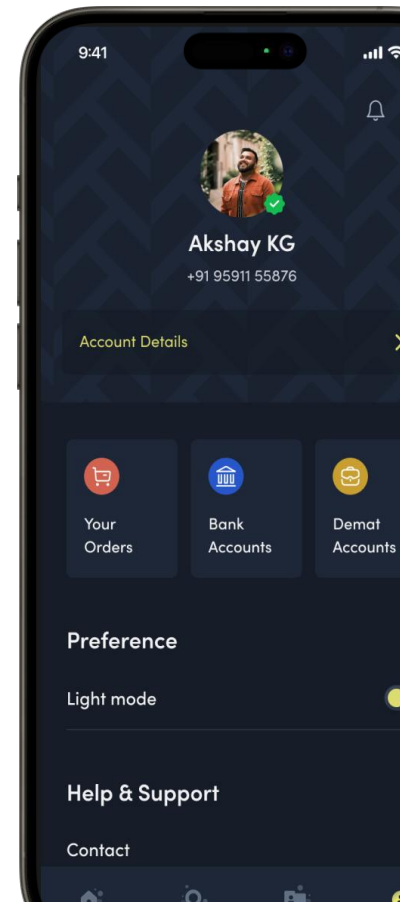
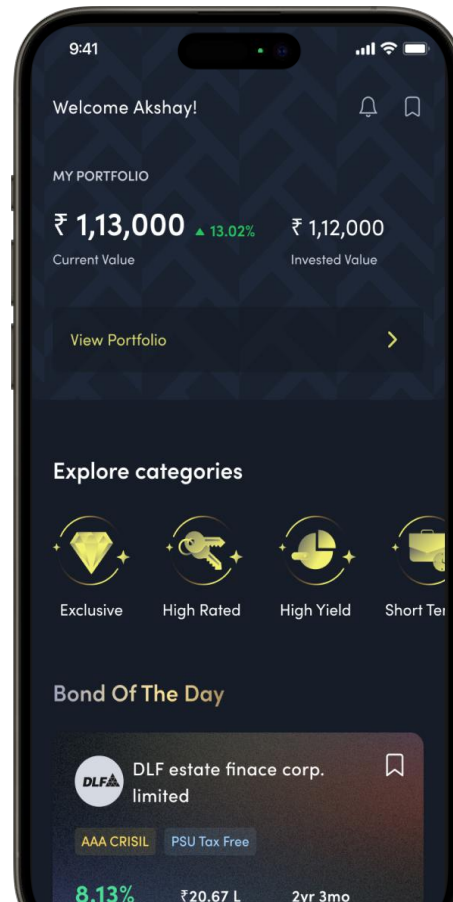
|                   |            |
|-------------------|------------|
| <b>Platform</b>   | Mobile App |
| <b>Domain</b>     | Fintech    |
| <b>Demography</b> | India      |

Designed experiences across numerous B2B & B2C initiatives covering co lending, loans, pools, invest, flow & build platforms. The initiative led to helping millions of customers to invest directly/digitally for all investment needs.

## Impact

- Over 13 crore investments facilitated
- 45% market share in market linked debentures

NETBRAMHA™



# JIGSAW ACADEMY

## Online Learning & Training

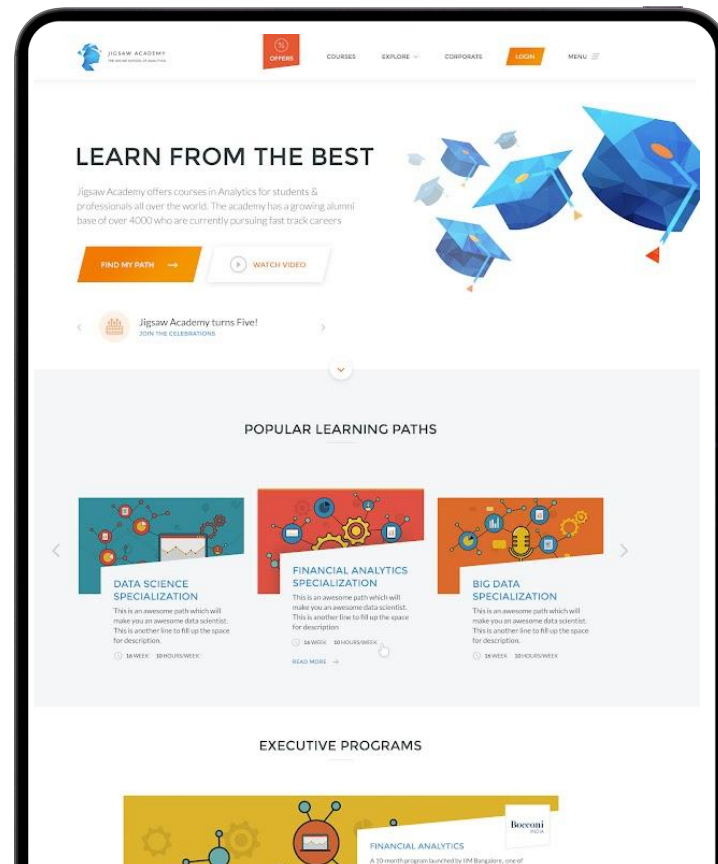
NETBRAMHA™

|                   |                |
|-------------------|----------------|
| <b>Platform</b>   | Web Responsive |
| <b>Domain</b>     | Education      |
| <b>Demography</b> | India          |

Unified experience along with a structured homepage design leading to higher engagement, lead generation, and website conversions. User journeys for an extensive range of online users optimized to find the perfect match between the users' requirements & the courses offered.

### Impact

- Increase in cross-sell & up-sell
- 534% jump in leads
- Raised \$4 million from Manipal Group



# ACT

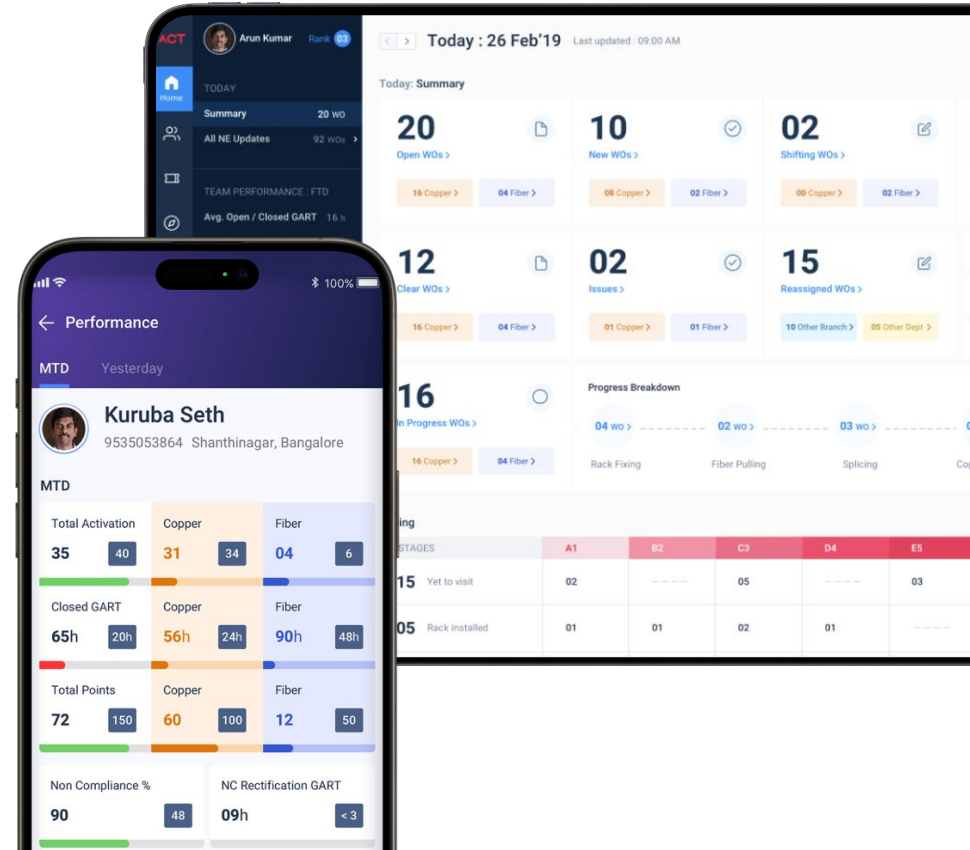
## Workflow Management

|                   |                         |
|-------------------|-------------------------|
| <b>Platform</b>   | Web Responsive & Mobile |
| <b>Domain</b>     | Enterprise              |
| <b>Demography</b> | India                   |

Transformed the entire service delivery experience across various verticals of the company delivering a superior customer experience. Created an enhanced experience for workflow with high usability that provided an edge to how information was consumed.

### Impact

- *Increased efficiency of service staff*
- *Faster resolution of tickets*
- *Reduction in cost per service request*
- *Scalable design across departments*



# TVS

## Connected Mobility Application

|                   |        |
|-------------------|--------|
| <b>Platform</b>   | Mobile |
| <b>Domain</b>     | IoT    |
| <b>Demography</b> | India  |

Designed to provide a premium and cruise bike riding experience. Focussed on accessibility and contrast to provide visibility in all conditions. Designed for enabling user to get insights on bike health status, navigation and sync it with the cluster app.

### Impact

- *Quick goto market & buzz*
- *Ground breaking UX with R&D*
- *First of its kind innovation*
- *Trend-setting connected bike experience*



# OXFORD UNIVERSITY PRESS

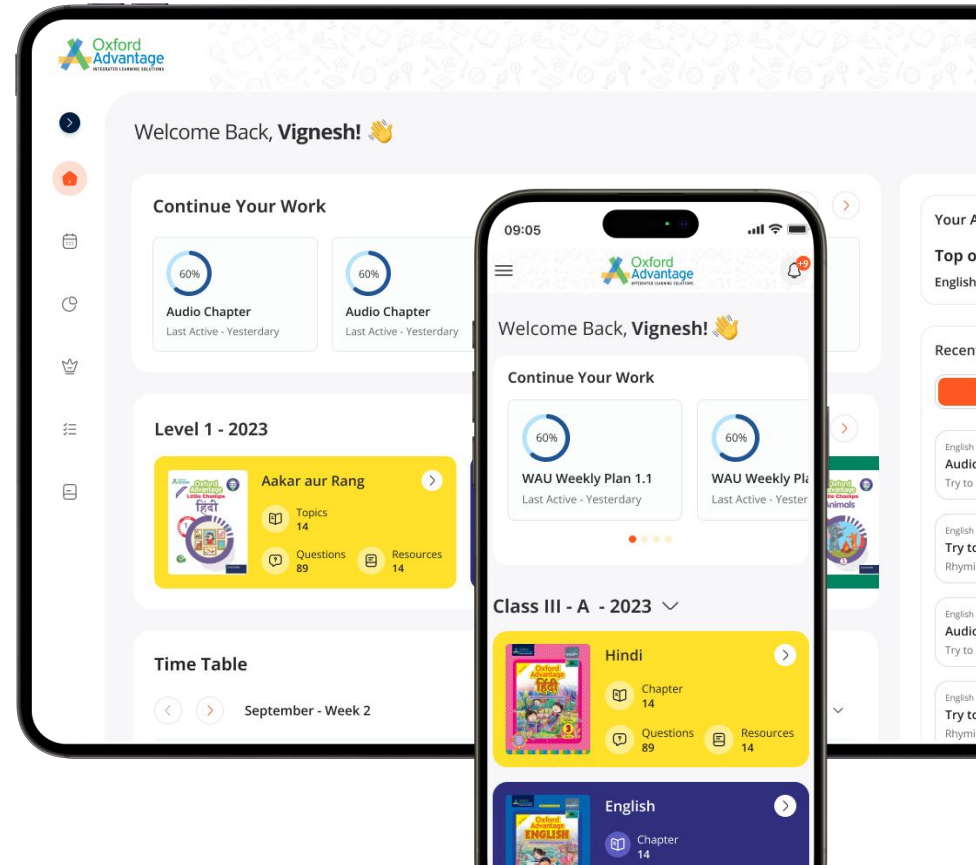
*Integrated Learning Solution*

|                   |                  |
|-------------------|------------------|
| <b>Platform</b>   | Web & Mobile App |
| <b>Domain</b>     | Education        |
| <b>Demography</b> | Global           |

Designed a robust, modern, and engaging user experience with a delightful user interface for Oxford Advantage, an ed-tech platform under Oxford University Press

## Impact

- *Innovated a better learning experience for over 200 million Indian students across the country.*
- *Provided a much-needed brand identity to the Oxford Advantage team.*
- *Significantly reduced dependability on customer care.*
- *Streamlined information & user flow*



# FRANKFINN

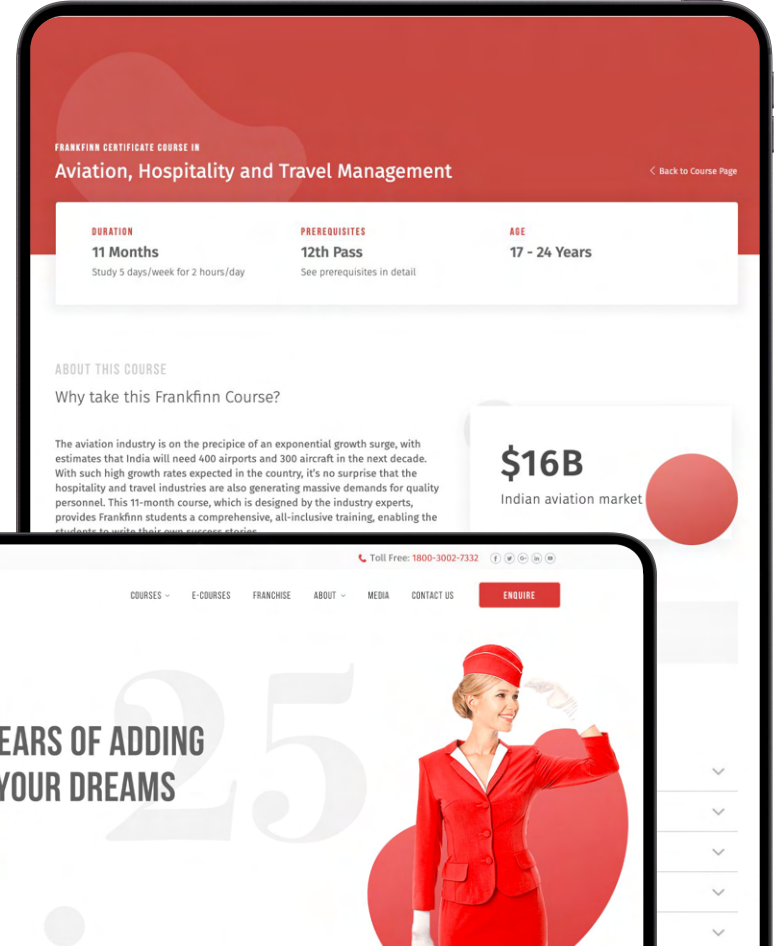
## Website design

|                   |           |
|-------------------|-----------|
| <b>Platform</b>   | Web       |
| <b>Domain</b>     | Education |
| <b>Demography</b> | India     |

Streamlined navigation for effortless user journeys, along with visually appealing layouts with intuitive design elements to enhance Frankfinn certified courses for the aviation sector with focus on signups and e-courses.

### Impact

- Increase in website traffic & conversion
- Improved SEO and online presence
- Remarkable reduction in bounce rates



# AUGRAY

## AR Socializing App

|                   |            |
|-------------------|------------|
| <b>Platform</b>   | Mobile App |
| <b>Domain</b>     | AR/VR      |
| <b>Demography</b> | Global     |

An augmented reality app bringing a compelling and pioneering way for users to connect and engage with the world in a more evocative manner via extended reality (XR), where users can expand user experiences by merging real world with the virtual world.

### Impact

- *New product innovation*
- *Increased customer stickiness*
- *Effective brand ROI*
- *Scalable Design system*



NETBRAMHA™

Let's bring your  
**ideas** to life,  
Shall we?

[business@netbramha.com](mailto:business@netbramha.com)  
[www.netbramha.com](http://www.netbramha.com)

*All rights reserved. This is a private & confidential document. Sharing or reproducing this without consent is prohibited.*

