



reset

An AI-powered technology studio with teams in Mumbai and UK. We partner with you to build products, automate workflows, and embed AI where it drives real impact.

OUR SERVICES

We build for
outcomes, not
deliverables

We believe great digital
platforms should move your
business faster. We measure
success in results and
execution, not complexity.

01

AI Workflow Automation

02

AI-driven Customer Interaction (Whatsapp, Chat)

03

AI powered by your data (search, answers,
recommendations)

04

Real Time Dashboard and Analytics

05

End to End Website and CMS Development

06

Custom App Development

07

SEO & Performance

08

DevOps & Cloud Deployment

09

CRM & Integrations

OUR WORK

Execution Experience Across Key Use Cases

Financial Services



Industrial & B2B



SaaS & Govt. Enterprise



Consumer Platforms

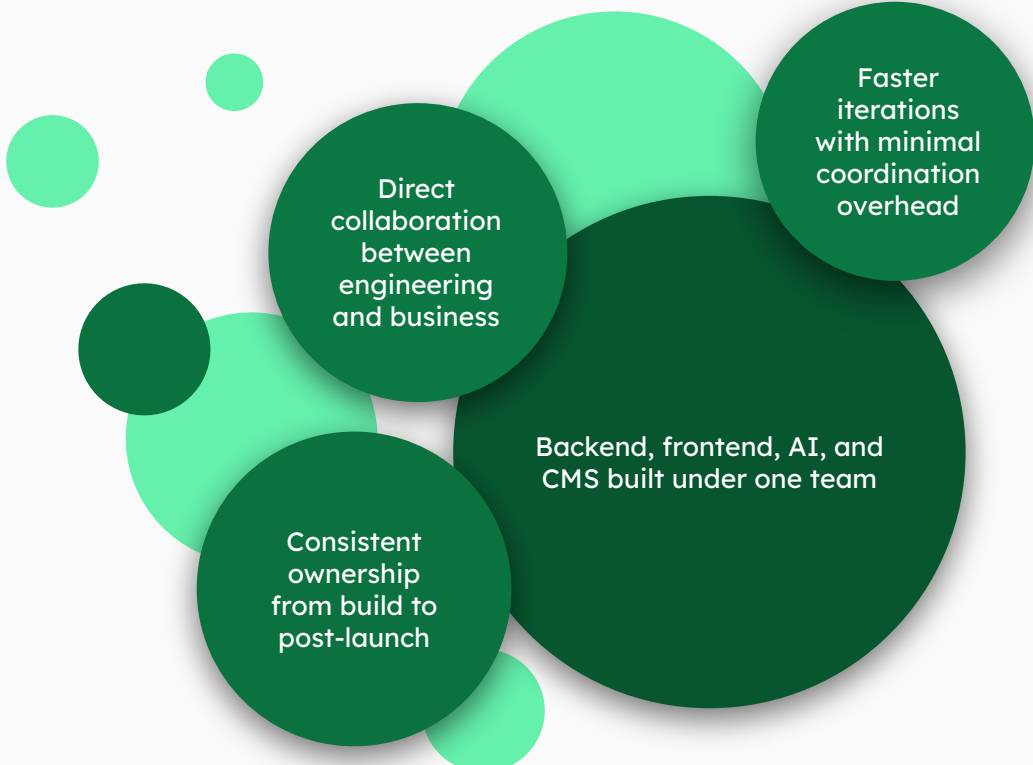


Health Tech Platforms



OUR TEAM

Fully in-house. No handoffs. Faster delivery



Direct
collaboration
between
engineering
and business

Faster
iterations
with minimal
coordination
overhead

Backend, frontend, AI, and
CMS built under one team

Consistent
ownership
from build to
post-launch

01

CASE STUDY

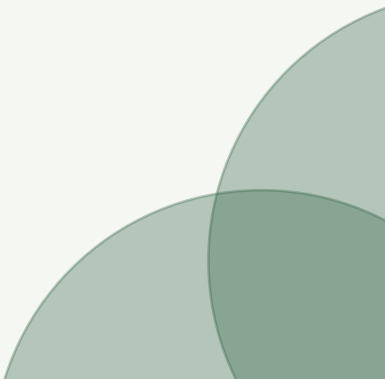
AI Email Outreach Automator

Context-driven communication infrastructure for B2B growth teams

THE CHALLENGE

The Problem

Scaling outreach reduces
message quality

- Personalised emails take time to write
 - Teams rely on templates → low response
 - Scaling outreach reduces message quality
- 

- Define outreach context (cold / founder / referral / inbound)
- AI generates personalised, targeted & human-like email content
- Structured messaging (subject → hook → body → CTA)
- Consistent tone and quality across all emails
- Scales personalised outreach without increasing effort
- Build target persona (role, intent, context) to ensure the right messaging for the right person

THE APPROACH

The Solution

AI-powered email generation from structured prompts

We didn't stop there, we took a step further.

We at Reset turn website traffic into real conversations, completely automated.

Identify which companies are
visiting your website

Build detailed profiles of the
person and the company

Send and follow up
automatically

Find their key
decision-makers

Generate personalized
outreach

All powered by AI.
No manual research required.

IMPACT METRICS

3x

Increase in outreach capacity

Hours → Mins

Campaign turnaround time drastically reduced

Building intelligence at every layer.



Removes Research & Writing Effort

Most of the time in email outreach goes into researching the person and writing from scratch – this is significantly reduced.



Brand Voice Protected at Scale

Standardized communication quality across all outreach channels, ensuring brand voice integrity.



Improved Reply Probability

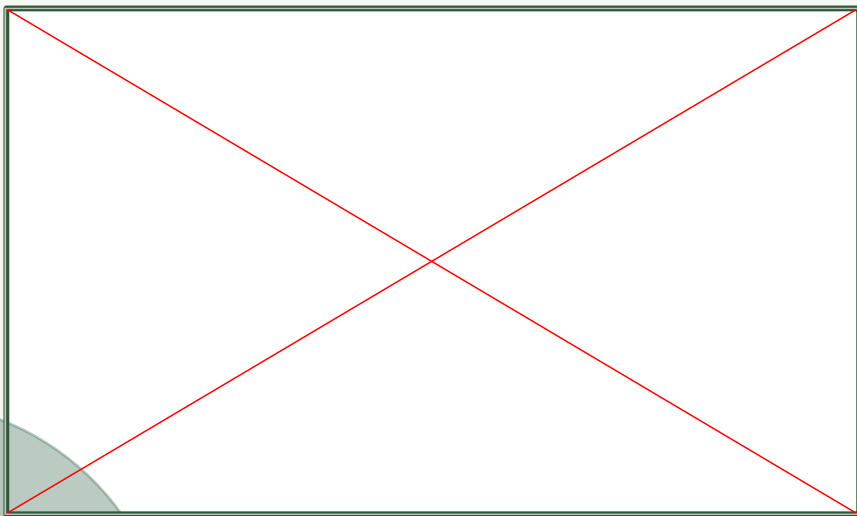
Higher engagement rates compared to generic templates through context-aware personalization.



From Traffic to Pipeline

Identifies anonymous website visitors and reveals high-intent prospects.

PRODUCT DEMO



EXPANSION POTENTIAL

Use Cases

- B2B SaaS outbound sales automation
- Lead Nurturing
- Agency new-business outreach pipelines
- Investor and strategic partner engagement
- New Client Outreach
- Founder to Founder Partnership Outreach

02

CASE STUDY

Media Performance Intelligence Dashboard

Real-time marketing intelligence for multi-platform campaign decisions

THE CHALLENGE

The Problem

Campaign data is available – but not actionable

- Manual, Scattered Data – Campaign data across platforms lived in separate Excel sheets with no unified view.
- No Visual Layer – Raw numbers, zero visualization. Performance was hard to read, harder to act on.
- Slow Insights – Daily analysis was manual, time-consuming, and inaccessible to stakeholders.

- Unified Campaign Dashboard: One view across Facebook, Instagram, YouTube, LinkedIn.
- Platform-Wise Breakdown: Performance split by channel and campaign type.
- Competitor Benchmarking: Brand vs. competitor metrics in a single comparison view.
- Visual Insight Layer: Charts and graphs replacing raw data tables.
- Centralized Brand View: All brand intelligence in one place, no tool-switching.
- Stakeholder-Ready Reports: Visual snapshots. No analyst needed to interpret.

THE APPROACH

The Solution

Unified campaign performance dashboard

IMPACT METRICS

70%

Reduction in reporting and analysis time

Hours → Seconds

Campaign insights instantly accessible

Building intelligence at every layer.



One View, No More Tab Switching

All campaign data unified into one structured dashboard, eliminating fragmentation across platforms



Faster Decision Making

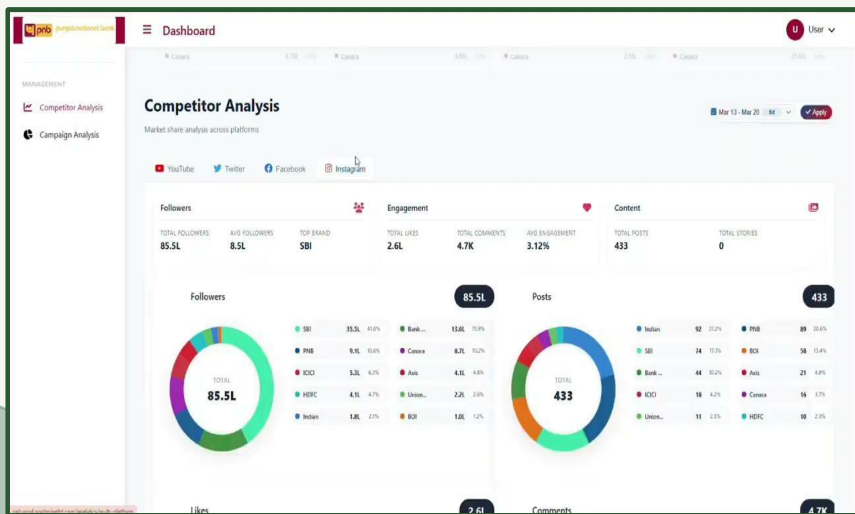
Real-time visibility and gap identification enables teams to act on live campaigns instead of waiting for reports.



Reduced Operational Dependency

Less reliance on manual Excel reporting and analyst-heavy workflows.

PRODUCT DEMO



EXPANSION POTENTIAL

Use Cases

- Multi-platform tracking
- Campaign performance review
- Agency client reporting
- Brand vs competitor tracking
- Daily marketing monitoring
- Leadership reporting

03

CASE STUDY

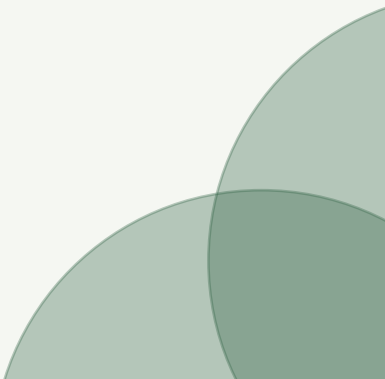
Mechanic Outreach Intelligence Platform

Direct brand-to-mechanic engagement via AI-powered WhatsApp channels

THE CHALLENGE

The Problem

Brands are disconnected from key decision influencers

- Mechanics influence product choice but aren't directly engaged
 - Communication flows through dealers → slow & inconsistent
 - No direct visibility into queries or field-level feedback
- 

- WhatsApp-based communication for easy mechanic access
- AI chatbot for instant query resolution
- Centralised mechanic database with activity tracking
- Real-time interaction between brand and mechanics
- Dashboard for engagement and feedback visibility
- Raise queries via voice. Receive campaigns in their language. Built for nationwide scale.

THE APPROACH

The Solution

Direct mechanic engagement platform (WhatsApp + AI)

IMPACT METRICS

10K+

Mechanics directly engaged

24/7

Instant query resolution via AI

Building intelligence at every layer.

Direct Brand Access



Brands communicate with mechanics directly, removing dependency on dealers and intermediaries.

Faster Information Flow



Product updates and schemes reach mechanics instantly instead of through delayed channels.

Ground Level Visibility



Continuous insights from mechanic interactions help brands understand ground-level needs.

Direct Sales Uplift



Right product pushed to the right mechanic, region-wise targeting drives measurable increase in sales conversions.

PRODUCT DEMO

The screenshot displays the HPCL Admin Control Panel. The left sidebar contains navigation links: HPCL Admin Control Panel, AI Assistant, Mechanics (highlighted), Products, Campaigns, Templates, and Logs. The main content area is titled 'Hindustan Petroleum Corporation Limited Marketing Portal' and shows the 'Mechanics' section. It includes a search bar with filters for name, phone, and workshop, a dropdown for state, and a 'Filter by pincode' field. Below the filters is a table of registered mechanics.

Mechanic	Contact	Location	Preferred Language	Last Purchase	Status	Actions
Test Mechanic	+919749937492	Mumbai, Maharashtra 401202	Hi	2/9/2026	ACTIVE	[Edit] [Delete]
Shivani Desai	+919833981819	553361	En	N/A	ACTIVE	[Edit] [Delete]
Bindu Yadav	+918689957499	Thane, Maharashtra 400001	Hi	2/1/2026	ACTIVE	[Edit] [Delete]
Imran	+919870178484	Mumbai, Maharashtra	Hi	2/8/2026	ACTIVE	[Edit] [Delete]
Raj	+919819892505	Thane, Maharashtra 401303	Hi	N/A	ACTIVE	[Edit] [Delete]
Safin	+918767228928	Thane, Maharashtra 401303	Hi	N/A	ACTIVE	[Edit] [Delete]
Shadab Patel	+919175757866	Mumbai, Maharashtra	Hi	N/A	ACTIVE	[Edit] [Delete]

At the bottom left of the interface, it says 'Made by Goldmine'.

EXPANSION POTENTIAL

Use Cases

- Dealer communication
- Retailer engagement
- Mechanic interaction
- Customer support (WhatsApp)
- Product updates & schemes
- Feedback collection

04

CASE STUDY

Enterprise Invoice Processing Automation

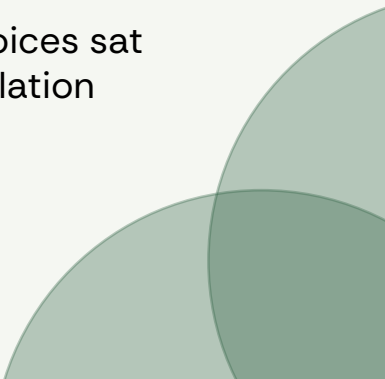
AI driven document intelligence for high-volume finance operations

THE CHALLENGE

The Problem

Processing delays affected vendor payment cycles and finance team bandwidth

Scaling volume was not possible without proportionally scaling headcount

- 15,000 invoices a day, processed manually
 - Each invoice up to 100 pages – full manual reading, verification, and data entry by finance teams
 - Every SAP entry done by hand, creating bottlenecks, errors, and operational backlog
 - No exception routing – flagged invoices sat unresolved or required direct escalation
- 

- AI document processing engine reads multi-page invoices, extracts structured data, and validates against business rules
- Verified invoices pushed directly into SAP via API – zero manual re-entry
- Discrepancy detection flags exceptions automatically and routes them to the relevant accounts team member via a structured workflow
- Finance teams shifted from data entry to exception review – higher-value work, lower operational load

THE APPROACH

The Solution

AI reads, validates and pushes.
Human review what matters.

IMPACT METRICS

15K+

Invoices processed daily
without manual data entry

End-to-End

SAP integration – no tool-switching,
no re-keying

Building intelligence at every layer.

Near Zero



Manual effort on matched invoices — teams shifted to exception review only

Accurate at Scale



AI validation reduces keying errors that compound across high-volume batches

Smart Exception Handling



Discrepancies routed to the right person automatically — nothing falls through

Scalable Without Headcount



Volume can grow without proportionally growing the finance ops team

Use Cases

- Insurance claims processing
- Loan & KYC document intake
- Hospital billing automation
- Purchase order & GRN matching
- Import & customs documentation
- Government compliance filings



PARTNER

Reset is the technology arm of this legacy.

Goldmine

37+ Years of Brand Building

A 360° Advertising & Digital Solution

Ideas That Build Powerful Brands

If you're building something serious, your website should move as fast as your business.

Growth doesn't always mean starting over. Sometimes, it simply means hitting Reset.

Connect

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Office

[404, The Summit, Western Express Highway
Vile Parle \(E\), Mumbai 400057](#)

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