



reset

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

OUR SERVICES



AI Consulting & Solutions



App Store Optimization



Web Development



App Development



SEO & Organic Growth



Digital Marketing & Creative

OUR WORK

Execution Experience Across Key Use Cases

Banking & Finance



Energy & Industrial



Travel & Hospitality



Enterprise & B2B



Health-Tech Platforms



Our Recent Work

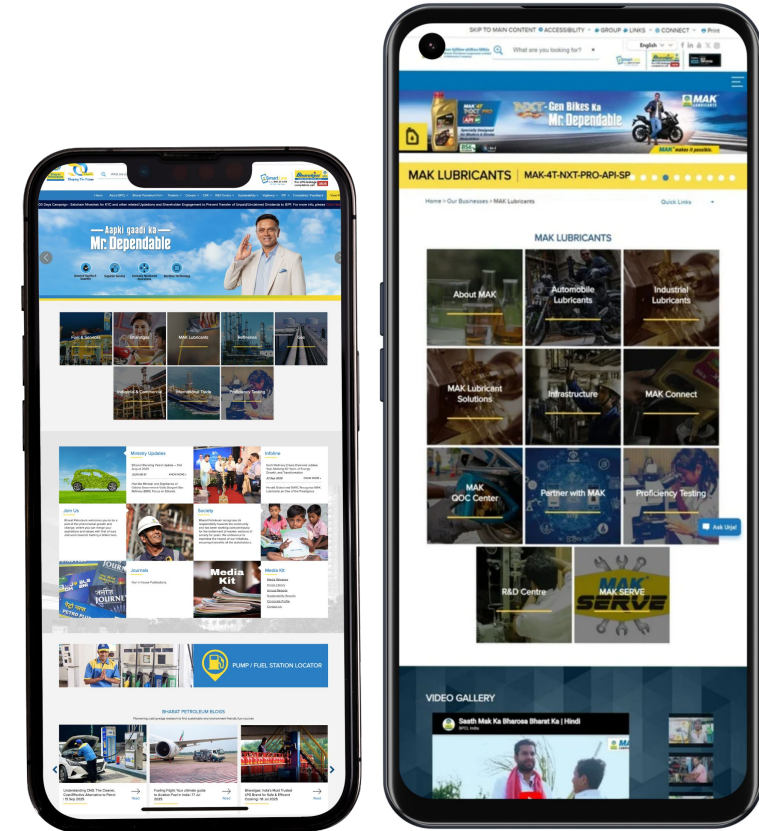


Managed Web Services

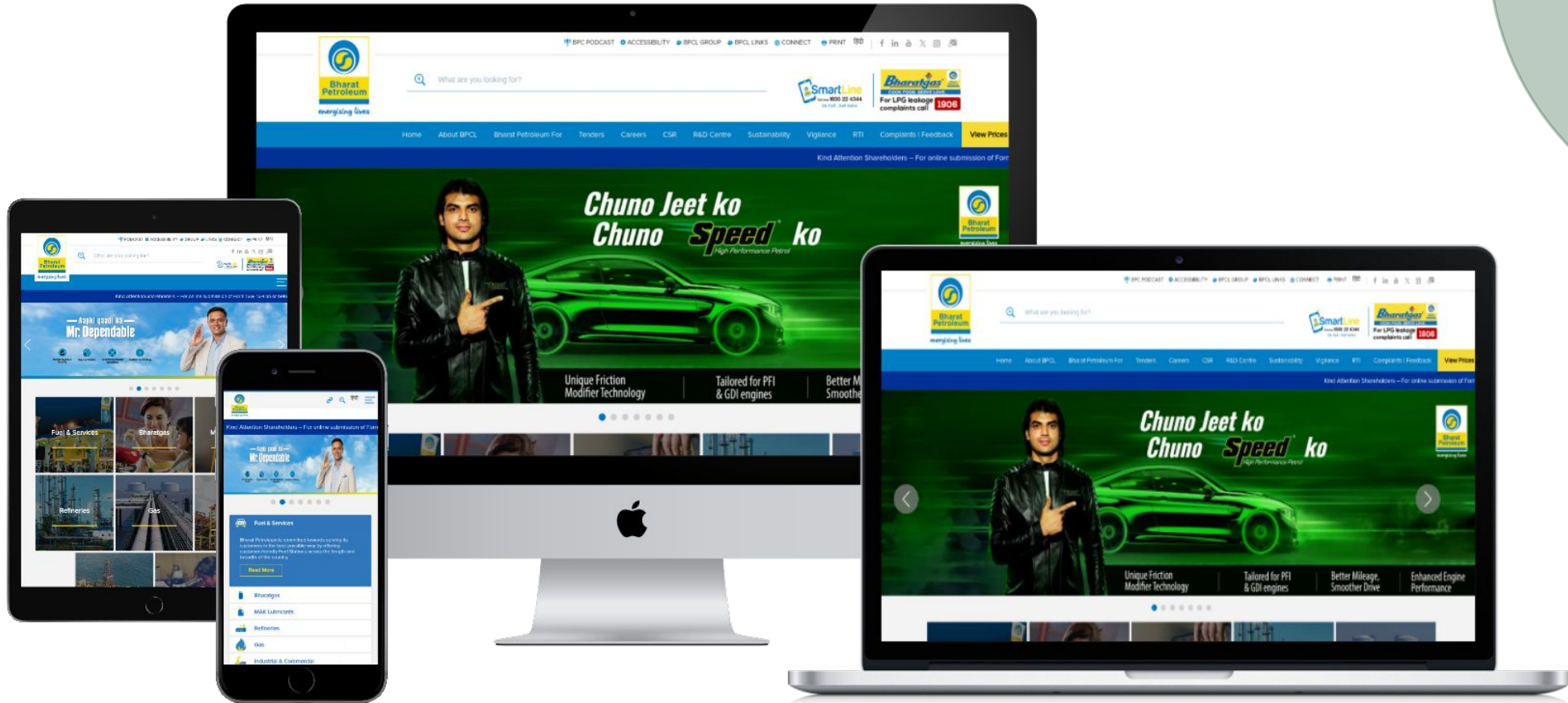
Bharat Petroleum, one of India's largest energy companies, required a robust and secure digital ecosystem to manage frequent updates, enhance SEO visibility, ensure business continuity, and maintain compliance with government and Cert-In standards.

Key Highlights:

- **24×7 website management** with defined SLAs
- **150–200 website update requests** handled monthly
- Tenders, press releases & data updations within **15–30 minutes**
- **Faster microsite** & product-page development for 4 Retail BUs
- **Regular VAPT & Cert-In audits** with proactive vulnerability resolution
- **Comprehensive SEO optimisation** & schema implementation



THE PRODUCT



10% drop in bounce rate

43% increase in organic traffic

THE PRODUCT





Brand Identity Refresh

Trevonix is a UK-based Identity & Access Management consultancy helping enterprises secure digital identities, who accesses what, and how. They work with global banks, telecoms, and retailers, implementing platforms like Okta, Ping Identity, and Saviynt.

Key Highlights:

- **Refreshed brand identity** - logo update, new design system, consistent across every page
- **Templated blogs, resources & case studies** - team publishes new content themselves, no tickets
- **Built 36 net-new** landing pages – services, use cases, industries, partners; none existed before



Web
Development



Branding and
Design



SEO & Organic
Growth

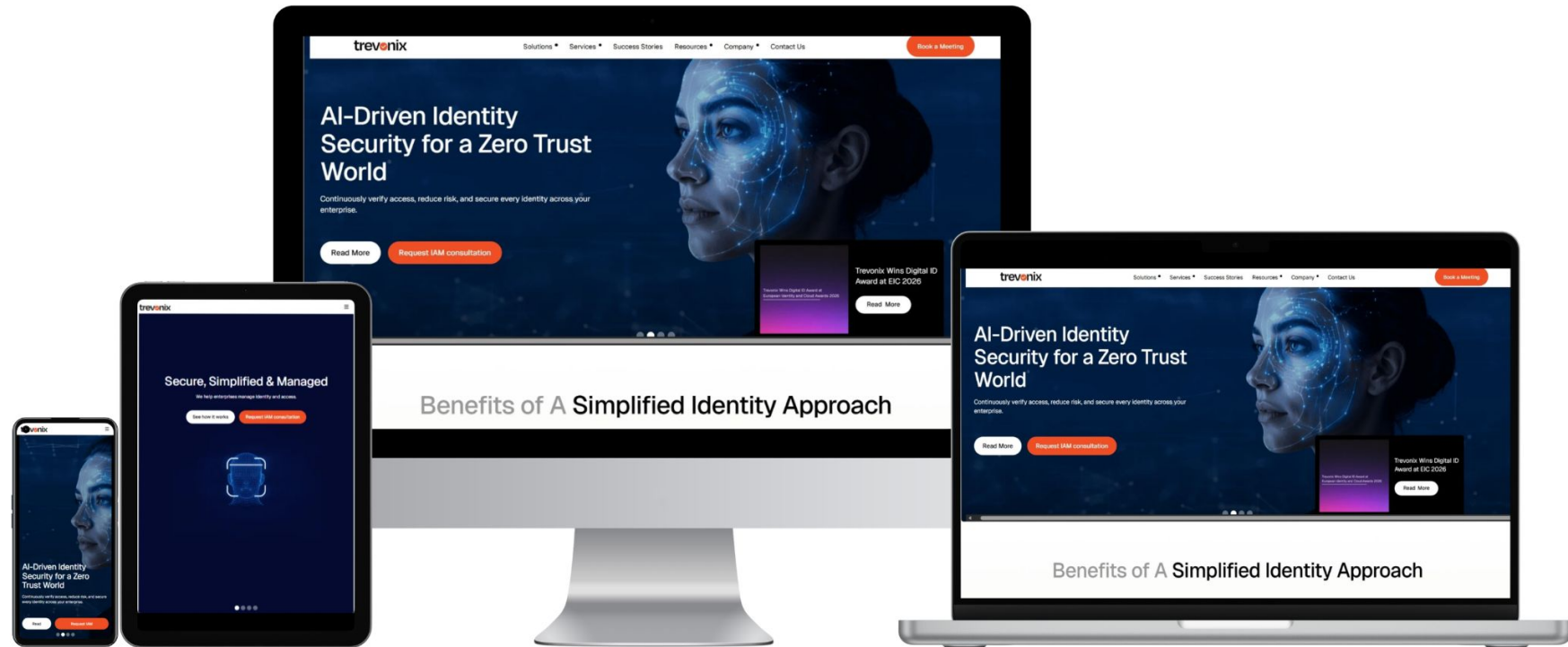


THE PRODUCT



Revamped its Identity

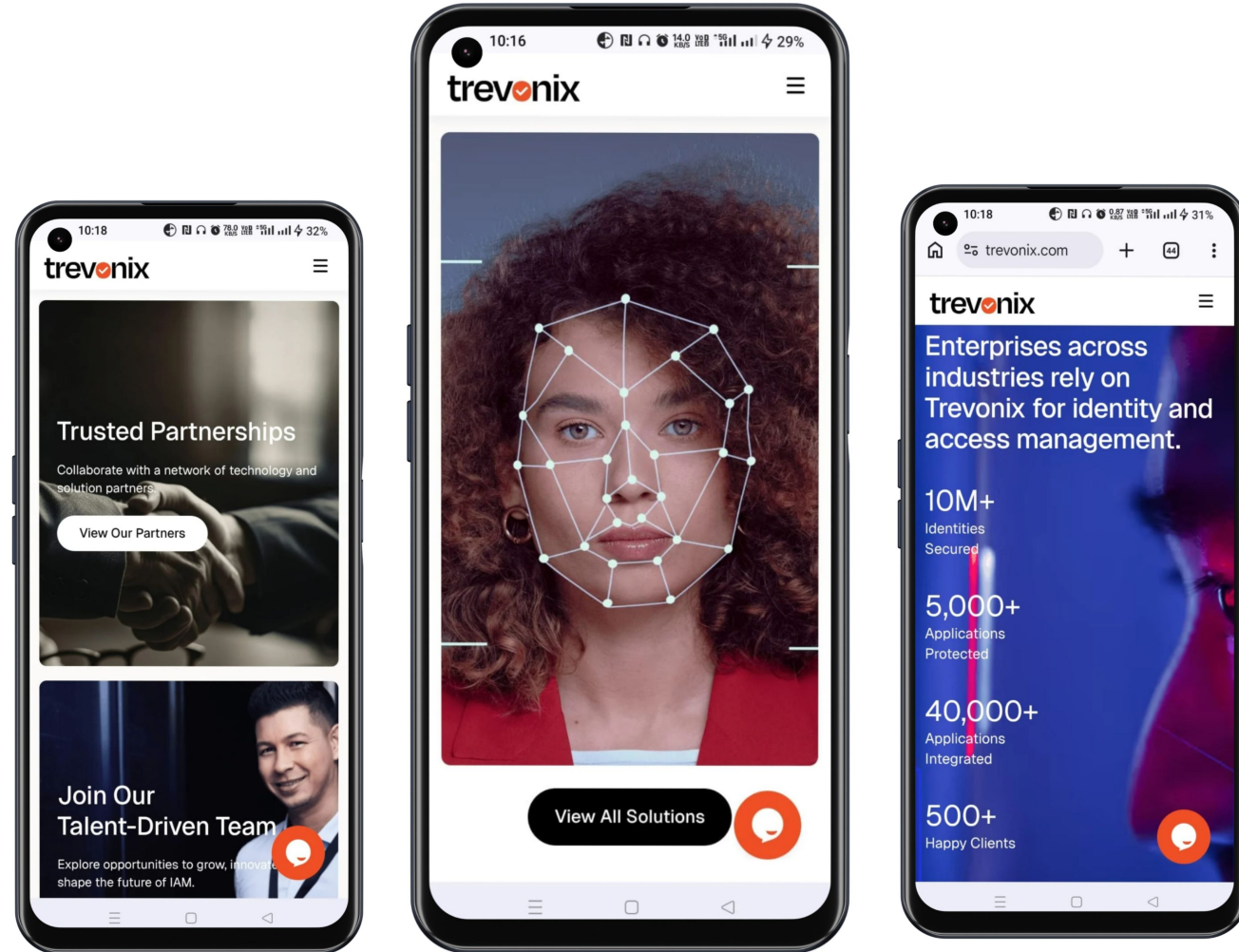
THE PRODUCT



Zero dependency on dev

200+ blogs migrated, SEO intact

THE PRODUCT

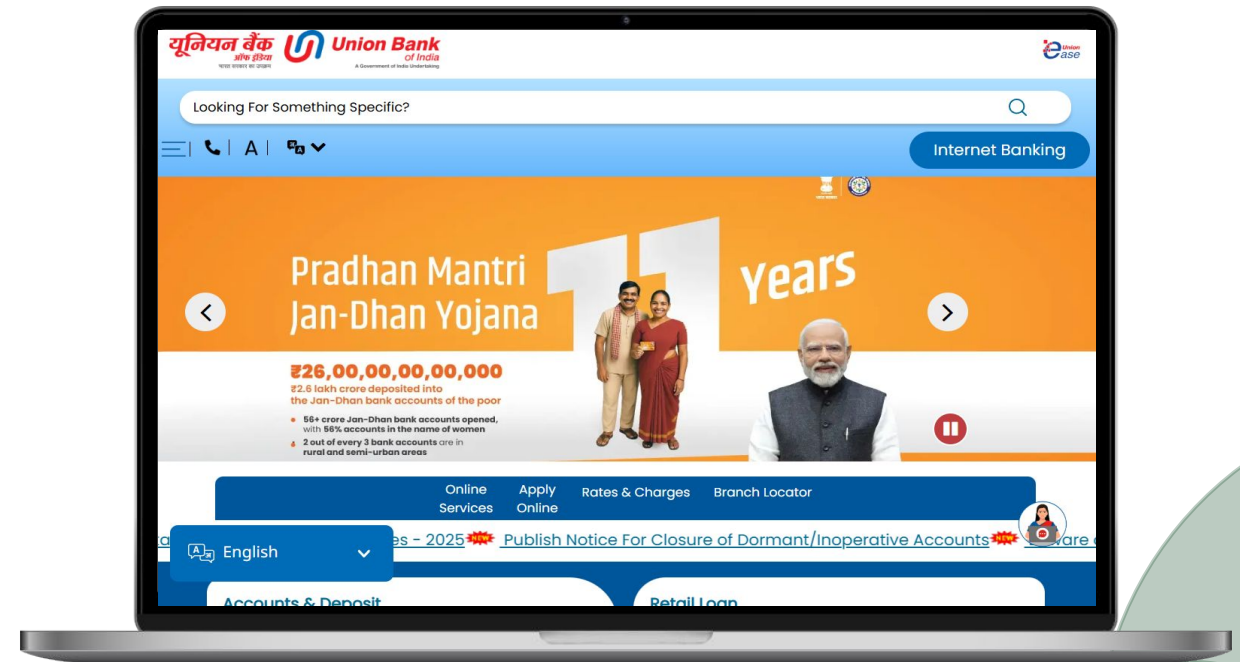


Digital Presence Overhaul

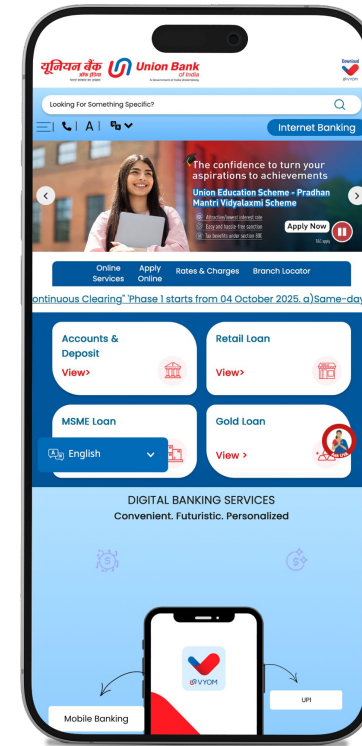
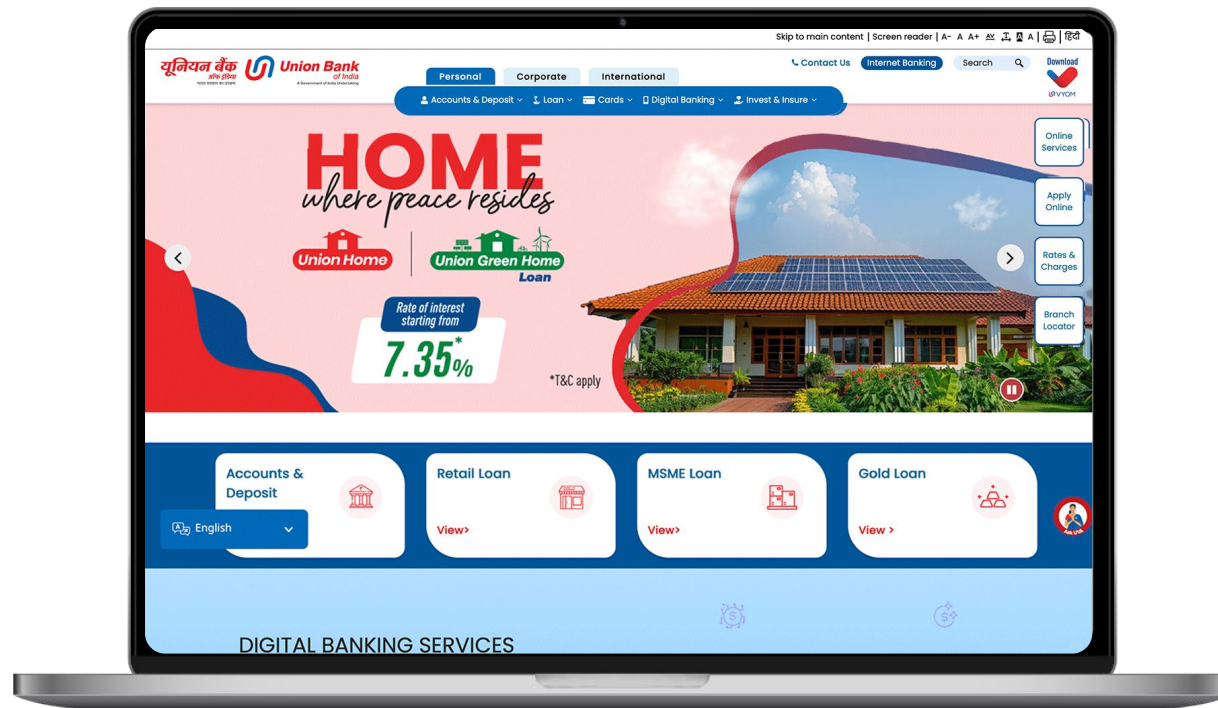
Union Bank of India, one of the country's leading public sector banks, needed a complete website revamp to modernize user experience, strengthen security, ensure compliance, and improve digital visibility.

Key Highlights:

- **Modern & accessible** design focused
- **24x7 website management** with SLA-based updates
- **SEO strategy** with optimized metadata & content structure
- **Advanced security stack** – DDoS mitigation, WAF, SSL/TLS, intrusion detection, server hardening & monitoring
- **Custom dashboards** for real-time control & insights
- **Multi-Lingual** Website support



THE PRODUCT



10% drop in bounce rate

2.4m monthly users

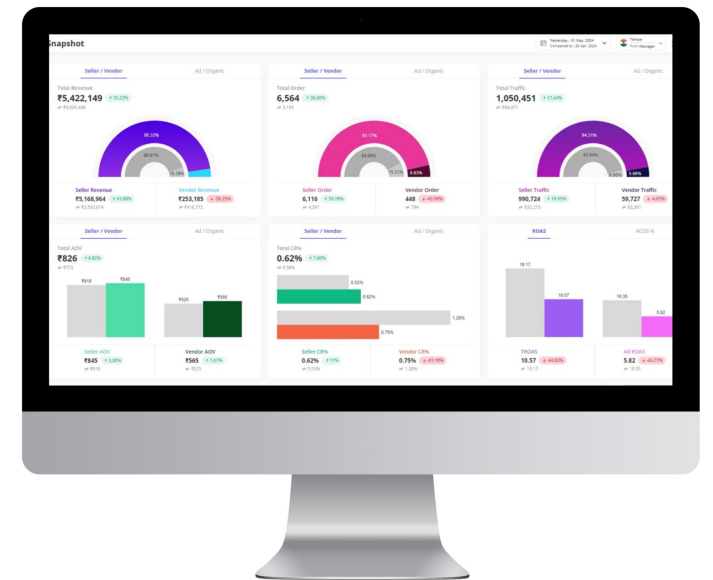


AdTech Product Build

Hector is a next-gen Amazon AdTech platform built to drive profitable growth for brands & agencies. By unifying self-serve DSP, AMC insights and audiences, real-time reporting, and intelligent automation, Hector transforms fragmented ad efforts into a single scalable growth engine that maximizes profitability. Hector empowers advertisers with clarity, control, and speed, turning complexity into profitable growth.

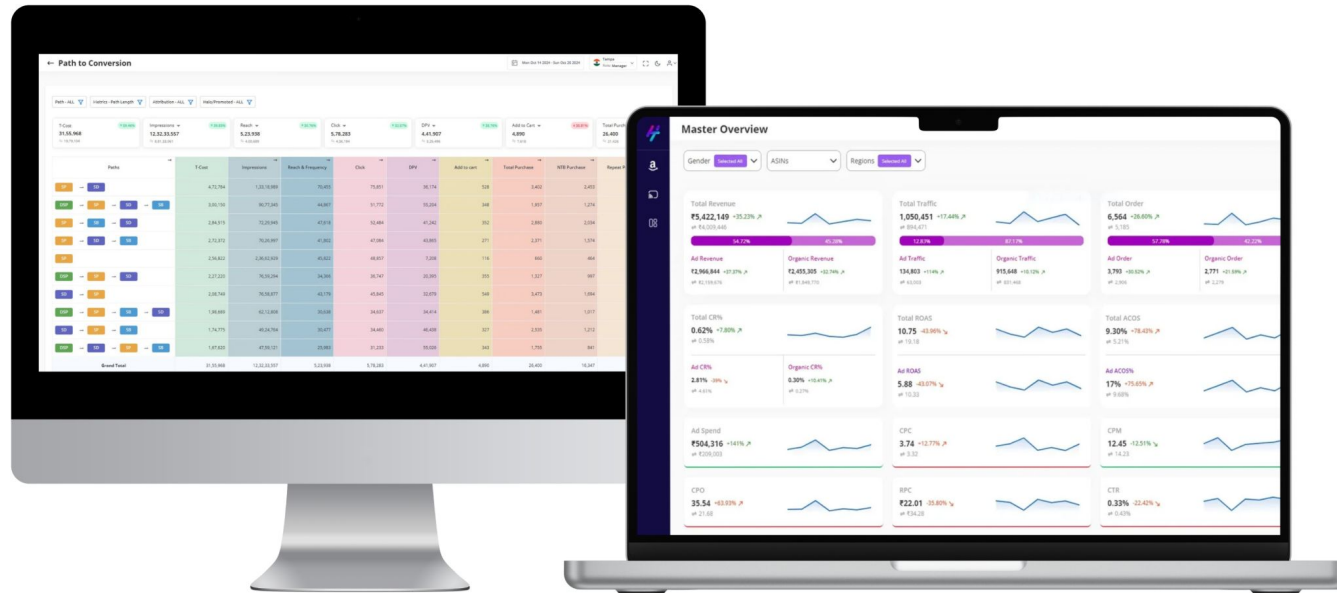
Key Highlights:

- **Led the development of a critical module** at Hector, overseeing the entire product lifecycle from ideation to delivery.
- Rebuilt their onboarding journey with self-serve features like **contract signing, plan selection, account linking**, and more.
- **Built a centralised dashboard** to show all clients, the plan each one is on, their payment status, overall dues, and more.
- **Automated the invoice sending and reminders process.**
- **Built an in-app wallet system** with reconciliation tools that integrate with GST services and Tally.
- Optimised server infrastructure, **cutting costs by 30%+.**



Unified Dashboard

THE PRODUCT



30%+
reduction in server
infra cost

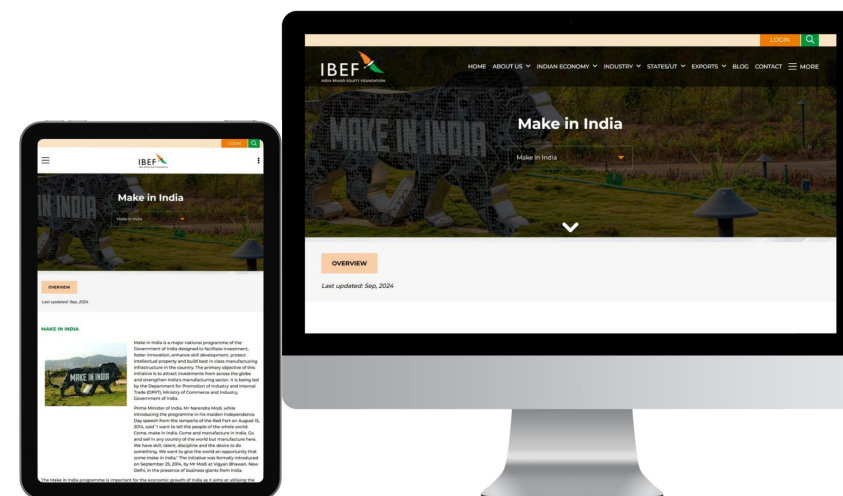
Amazon Marketing Cloud Insights and Live Reporting

Web Support & Maintenance

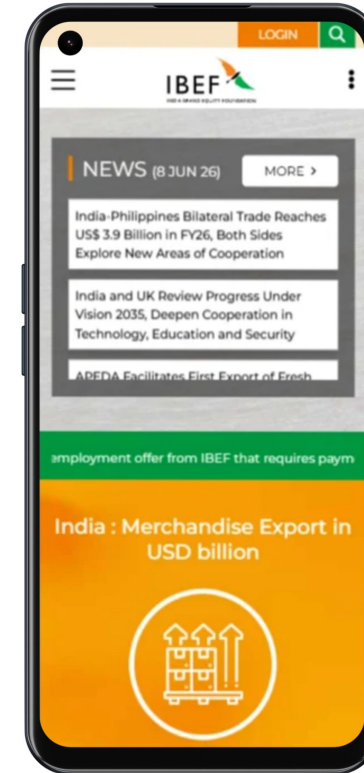
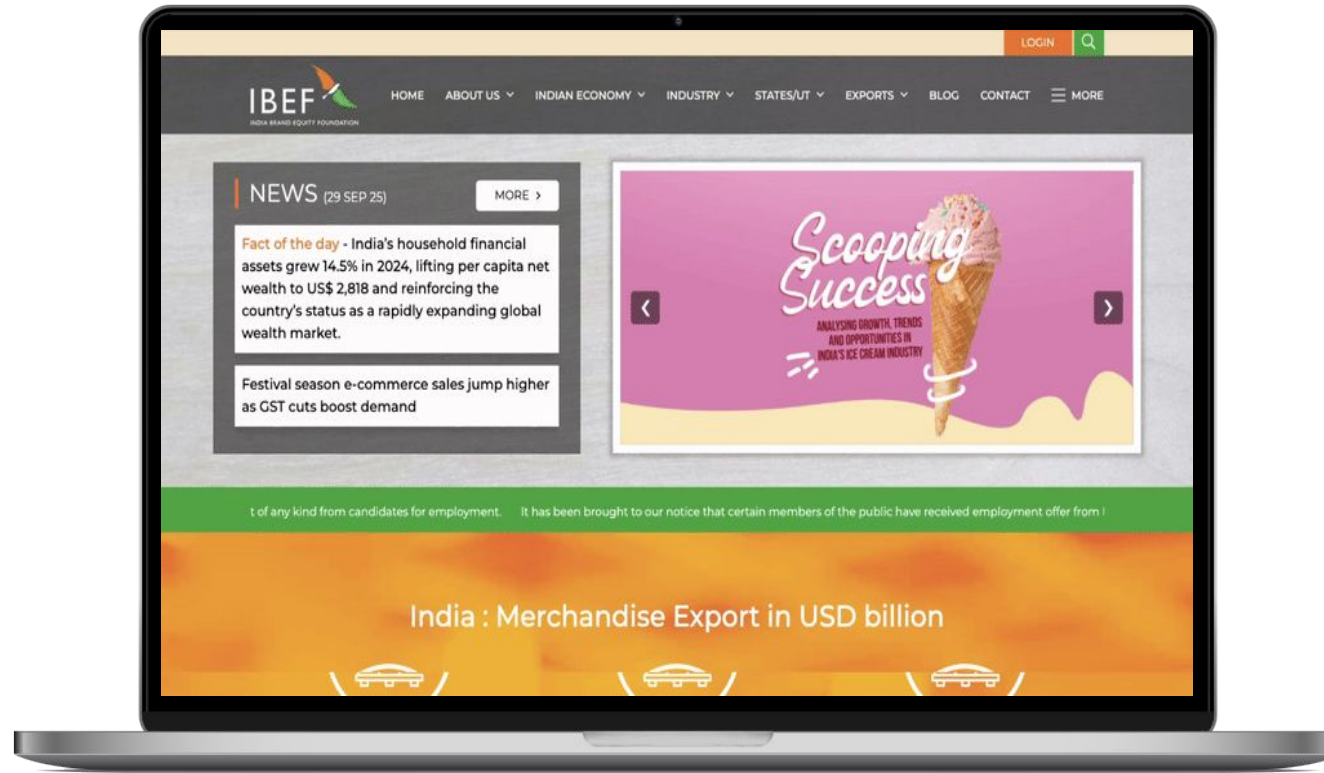
India Brand Equity Foundation (IBEF), a government initiative to promote Indian businesses and industries globally, required a robust newsletter management system to engage its large subscriber base, along with website maintenance, hosting, and SEO enhancements.

Key Highlights:

- **24×7 website management** with structured workflows & SLAs
- **120–150 website update requests** handled monthly
- **Daily newsletter management for 80K+ subscribers** with authenticated delivery
- **Enhanced AI search visibility** through improved robots.txt & metadata
- **SEO restructuring** with H1 hierarchy fixes, HTTPS migration & schema upgrades



THE PRODUCT



< 1% bounce rate

25%+ avg. open rate on daily newsletters



Digital Health Journey

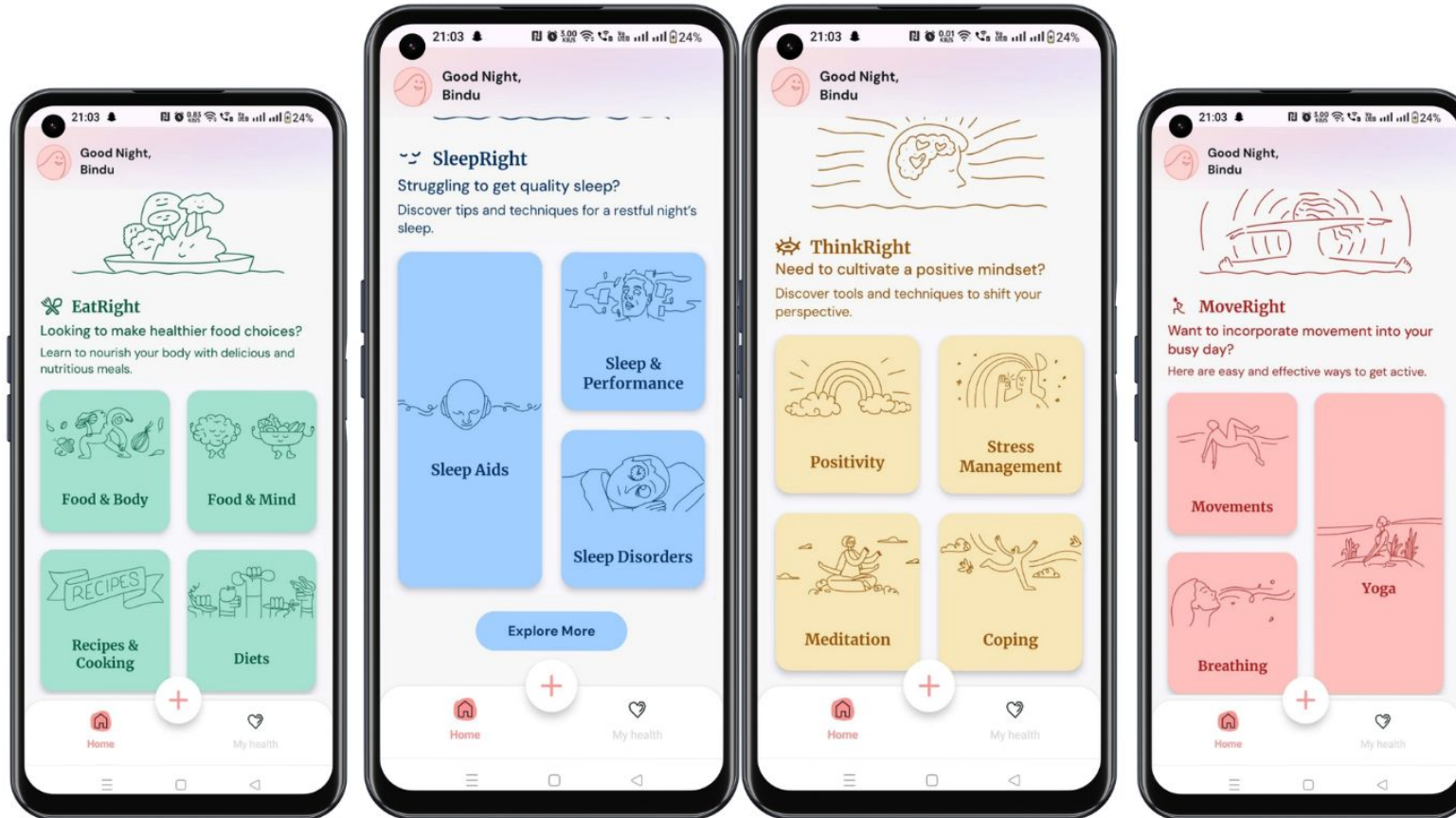
RightLife is an all-in-one health & wellness mobile application that helps users track sleep, stress, nutrition, and activity – all without a wearable device. Built around four wellness pillars, it uses AI and facial scan technology to deliver personalized health insights right from your phone.

Key Highlights:

- **Built a full-stack health & wellness app** – iOS & Android development.
- Designed around four core wellness pillars – **ThinkRight, MoveRight, SleepRight, and EatRight** – covering mental health, activity, sleep, and nutrition in one unified experience
- **Integrated AI-powered facial scan for Heart rate variability, stress & heart rate tracking** – no wearable needed – along with Food Snap for meal logging via image recognition.
- **Delivered a clean, easy-to-use interface accessible to all user types-** with a free trial to get started.
- **Backed by clinically validated tools including Patient Health Questionnaire-9 and Generalized Anxiety Disorder-7** mental health assessments, with strict data privacy standards



THE PRODUCT



90% leaner codebase & pipelines

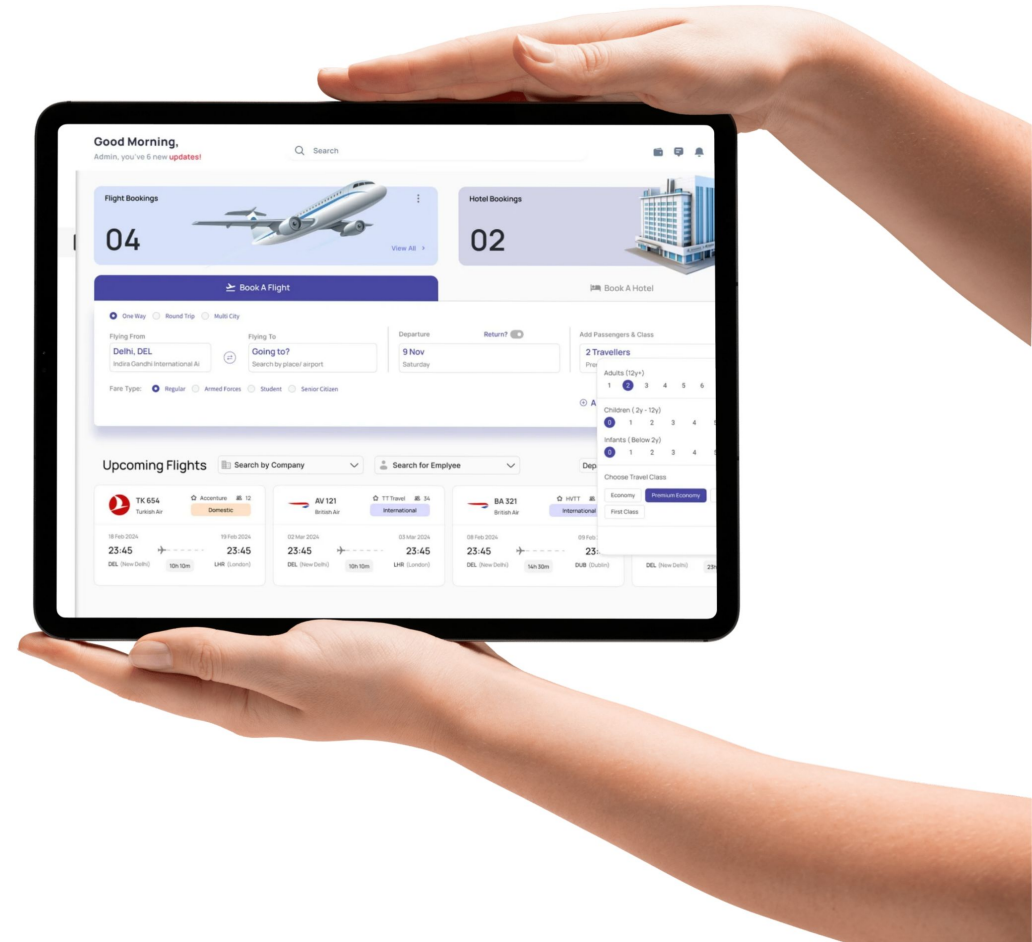
reduced server costs from **\$3500 - \$1200**

Corporate Travel, Simplified

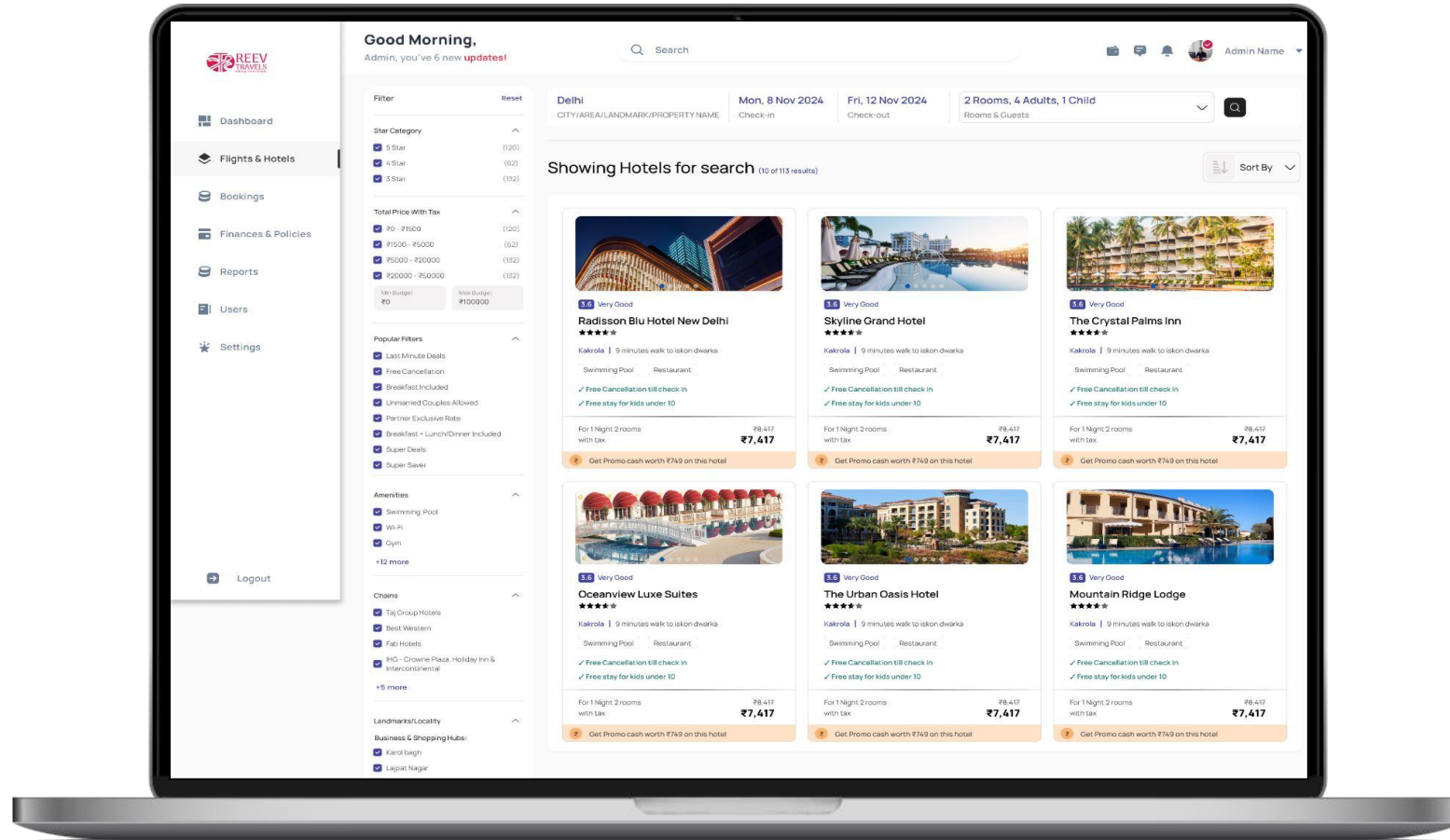
Reev Travels is a corporate travel management platform that lets businesses book, approve, and track employee travel – flights, hotels, and expenses – all in one place.

Key Highlights:

- **Faster onboarding** – Clients go live significantly quicker with a standardised, automated onboarding flow replacing manual coordination
- **Reduced operational load** – Self-serve capabilities cut dependency on Reev's internal team for routine client requests
- **Scalable growth** – The portal architecture allows Reev to bring on new clients without proportional increase in support overhead
- **Developed a marketing landing page** to introduce the Reev Travel Corporate Portal to potential enterprise users.



THE PRODUCT



100% Self-serve

10x Customer growth

THE PRODUCT



Marketing Landing Page

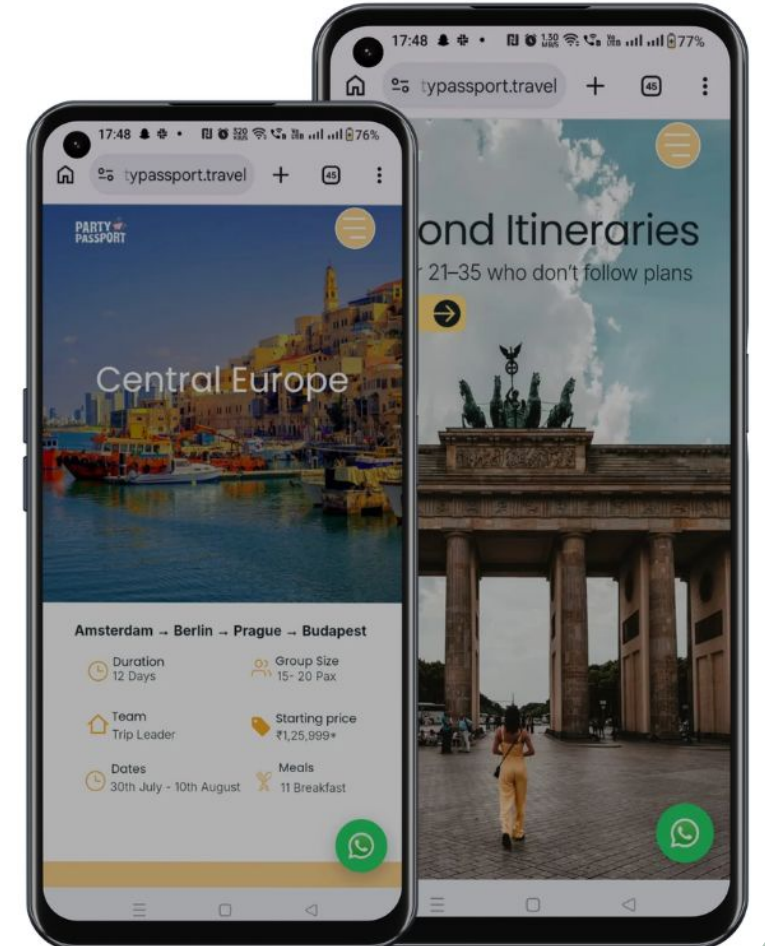


Visual Identity Boost

Party Passport is a curated group travel company for young Indians who want to travel, party, and make friends without the planning headache.

Key Highlights:

- Built a bold, high energy design system that actually reflects the brand personality
- Replaced generic visuals with real trip photos, videos and authentic social proof
- Restructured the entire UX flow for clarity, trust and conversions
- Optimised performance from ground up, targeting 90+ PageSpeed scores
- Templatised trip and blog pages for easy scaling as they add more destinations



THE PRODUCT



Our Technology Stack Capabilities

Programming Languages



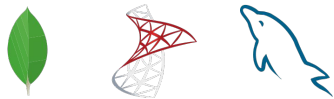
CMS Technologies



Frontend Languages



Databases



UI Technologies



Server-Side Management



Mobile Application Development



Version Control Systems



Version Control Systems





*At Reset, we don't just build, we transform how
your business moves, scales, and competes.*

**This was just one side
of Reset**

EXPLORE

We don't just build websites, We have a platform opinion.

Our certified Webflow team has a clear point of view on why it's the right platform for scalable, low-dependency websites.

Webflow lets your marketing team move fast. No dev tickets. No waiting. Just publish.

We've written down exactly why we recommend it and when we don't.

[See why we recommend it →](#)



EXPLORE

We build AI that sits inside your workflow;
not on top of it.

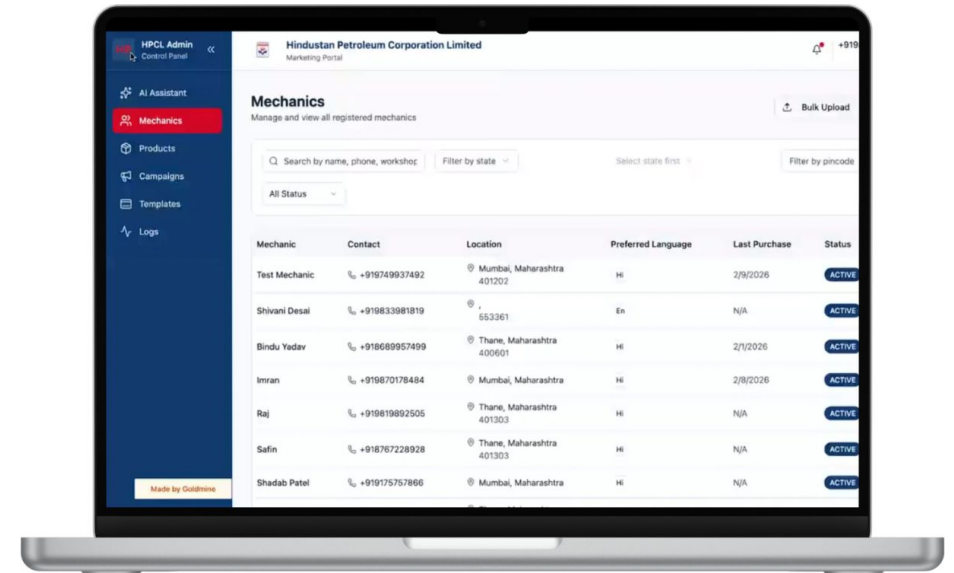
We've built outreach automators that replace hours of manual research, dashboards that turn scattered campaign data into instant decisions, WhatsApp-based platforms that connect brands directly to 10,000+ mechanics on the ground, and document processing systems that handle 15,000 invoices a day without a single manual entry.

This isn't consulting. This is built, deployed, and running.

If automation, AI workflows, or intelligent products are on your radar, this deck will show you what's actually possible.

Multiple case studies. Real problems. Real systems built around them.

Dive into the case studies →



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.

Meet our founder
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