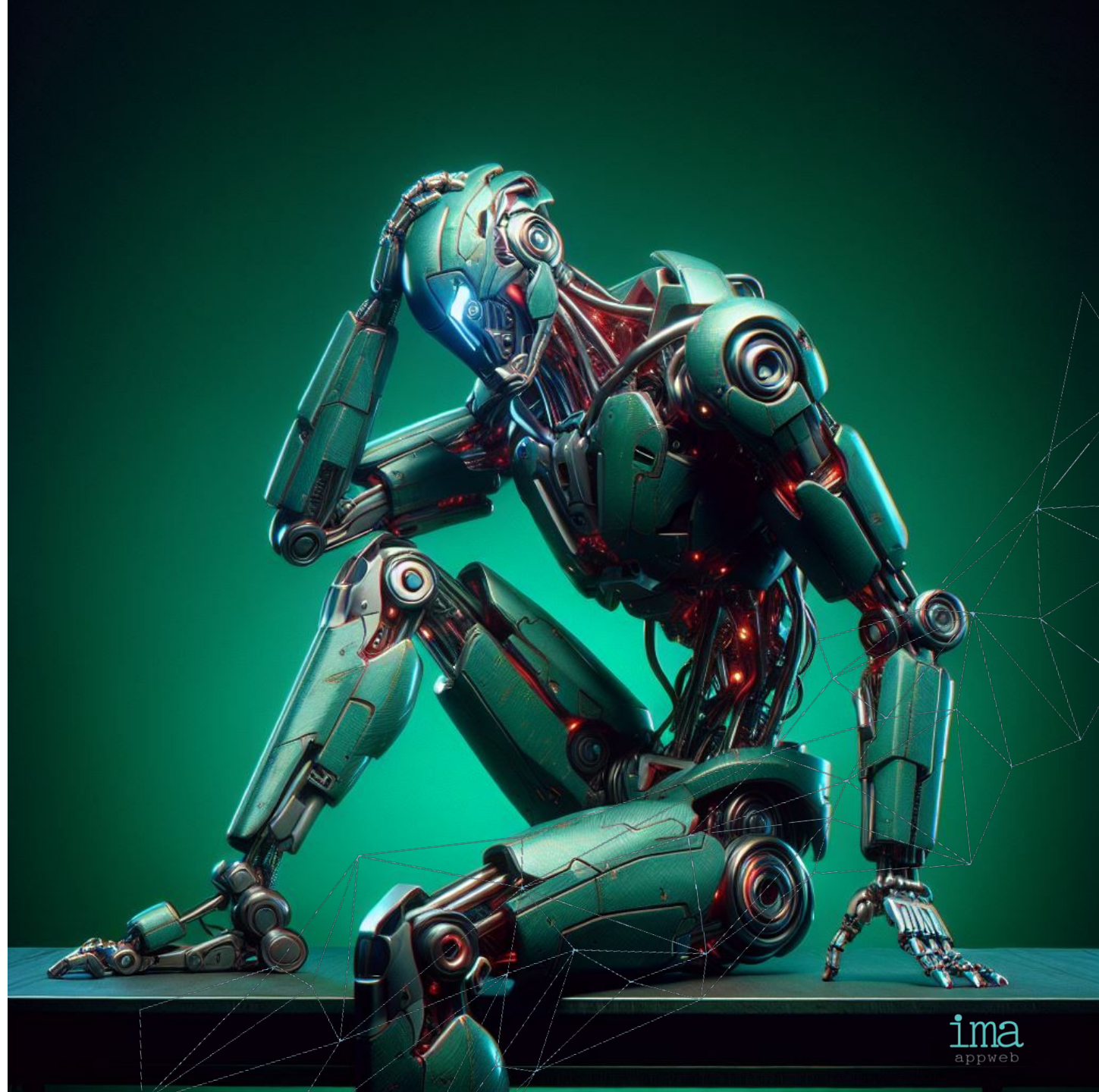


AI in Action

ima-appweb.com



Executive Summary

Thank you for including **IMAAPPWEB PVT. LTD.** in your search for a digital agency partner for your Multiple Digital Work. We look forward to partnering with you to support the vision, design, and potentially the development of **[The Client]** future digital experience. The following are reasons why we are the right choice as your partner to support this initiative.

We execute frictionless experiences for your customers. We think of every customer touchpoint as a new opportunity to having more intimate, relevant and valuable conversations with the customers, and we think of every client milestone as an opportunity to show our ability to drive consistent value in the partnership. One of our big differentiators from large consultancies as well as production shops is our ability to plan, concept and implement the entire experience, which results in a higher quality product, as well as a more connected experience to the customer needs. We celebrate driving strategy with the client stakeholders as much as we do in finessing and pushing the build to perform at its 100%.

We are focused on results. We believe in quality, we believe in results, and we are passionately committed at doing things better. We measure and optimize our experiences and marketing programs with an operational accountability, procedural rigor, and executional sophistication that leads the industry. Our dedicated data science group has worked with virtually every site-side tool, ad platform, and social platform on the market, and we're committed to helping our clients aggregate disparate data to assess overall marketing effectiveness and develop insights into cross-channel behavior.

We are collaborative by nature. Perhaps the most important factor in our success over the past 12 years has been our ability to work collaboratively, as one team, with complex client organizations, including primary business owners, marketing groups, IT organizations, and legal compliance. We expect to work in close partnership with you and your internal constituents to draw upon their deep knowledge of **[The Client]** customers, brand positioning, and products. Our process ensures that our team works hand-in-hand with yours, and that our solutions meet not only your requirements, but also fit the dynamics of the **[The Client]** culture.

The following proposal illustrates our approach and investment for this initiative, and we are committed to providing quality service to meet your expectations. We also want you to know that we are fully flexible when it comes to the solution, timeline and pricing, and hope this is the beginning of future conversations with **[The Client]** to get to a mutually agreed upon plan and estimate.

Thank you,

Saurabh Shanker Singh
Head Strategist

About

Shaping the future with intelligent technology, empowering businesses to stay ahead in a rapidly evolving digital world

What Sets Us Apart?

- **Experience:** 13+ years of excellence in custom software solutions, 4+ years of excellence in AI development.
- **Expertise:** A talented team of AI experts, data scientists, and software developers.
- **Innovation:** Pioneering AI tools tailored to meet unique business challenges.
- **Customer-Centric:** Proven track record of delivering results that exceed client expectations.



Services



Artificial Intelligence

Artificial intelligence, Machine learning, Deep Learning



Digital experience platform

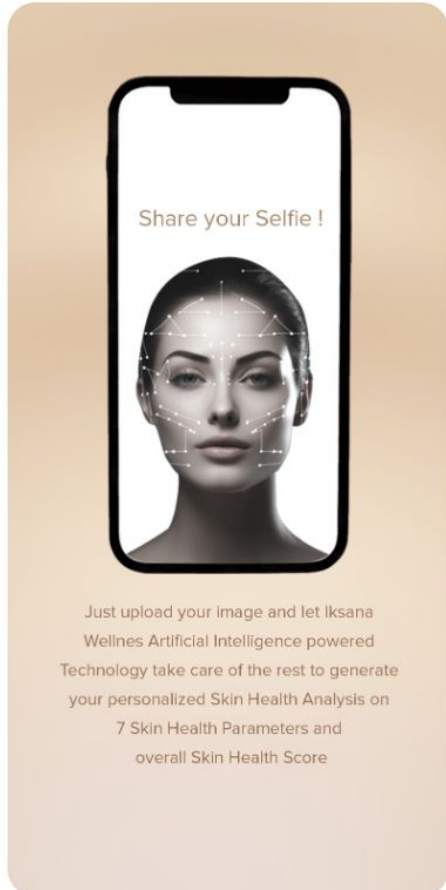
Identify Opportunities, Develop the Vision, Prioritize & Roadmap, Design & Develop



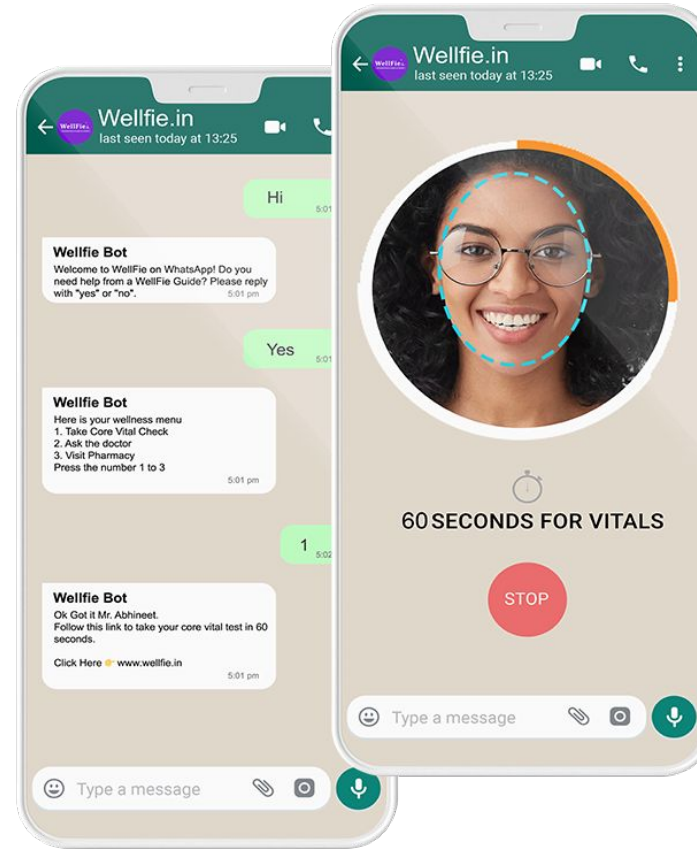
Digital Engineering

Application & Infrastructure Management Services, Cloud & Infrastructure, Tech and Engineering Strategy

Products - AI



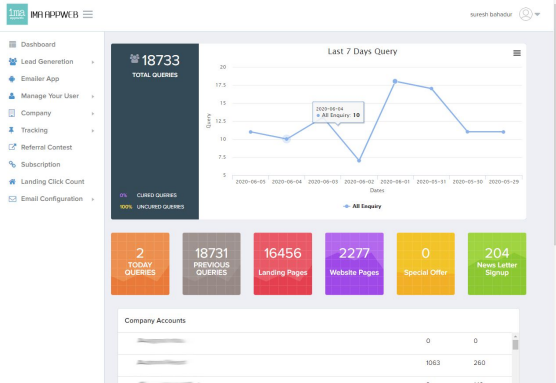
Get Ready with AI Powered, Personalized Skin Health Analysis.



Real Time Health Vitals Monitor chronic illness with real-time data. Contactless efficient and highly accurate Vital Checks. Such as Heart Rate, Breathing, Stress, Oxygen Saturation, Blood Pressure.

Clinical-grade accuracy

Products - ML



The screenshot shows the 'IMA APPWEB' Project Management System dashboard. It includes a 'Welcome to Ima Appweb Dashboard' message and a 'Your Work List' section. The main feature is a 'Pending Works' table with the following data:

S.NO	Work	Company Name	Department	Assigned To	Date	Status
1	Portfolio	IMA Appweb	Development	Parthiv Kumar	21-May-2020	Work in Progress
2	ecommerce website update from supplier		Client	Deepesh Singh	21-May-2020	Work in Progress
3	IMA website launch	IMA Appweb	Management & Training	Deepesh Singh	21-May-2020	Work in Progress
4	regular work		SEO	Deepesh Singh	21-May-2020	Work in Progress
5	regular work		SEO	Deepesh Singh	21-May-2020	Work in Progress
6	Billing creation	IMA Appweb	Account	Deepesh Singh	21-May-2020	Work in Progress
7	payment followup against bills	IMA Appweb	Account	Deepesh Singh	21-May-2020	Work in Progress
8	facebook ad campaign		Facebook Marketing	Rohit Kumar	21-May-2020	Work in Progress
9	fb ads start		Facebook Marketing	Rohit Kumar	21-May-2020	Work in Progress
10	IMA appweb fb marketing post create	IMA Appweb	Advertising & Designing	Rohit Kumar	21-May-2020	Pending
11	report daily		Facebook Marketing	Rohit Kumar	21-May-2020	Work in Progress
12	Country Specific itineraries		Development	Deepesh Singh	28-May-2020	Pending
13	Website design and Development		Development	Parthiv Kumar	28-May-2020	Pending
14	WLS Update Page	IMA Appweb	Development	Parthiv Kumar	28-May-2020	Pending

The screenshot shows the Cashdash website, a fintech platform. The main headline reads 'FASTEST FINANCING for your SMALL BUSINESS'. Below the headline, it states 'We move as fast as your business. Apply today and get your business loan disbursed within 24 hours' with a 'START HERE' button. The navigation bar includes links for Blog, Products, Become a Partner, Mobile App, Referral, Check Eligibility, and My Account.

The screenshot shows the IMA Hotel website, a hotel management system. The main headline reads 'Bringing a Hospitality Approach to Software'. Below it, it says 'One platform designed to help hoteliers build revenue, save time and increase guest satisfaction.' with a 'Get Started' button. The website also features a 'Fast Response' and 'Easy Booked' badge, and a section titled 'Elevate Every Aspect of Your Property' with icons for 'Your Business', '20% Increase in Revenue', and 'Your Staff'.

Customer Relationship Management

Strengthen relationships, save time, and watch your business grow with our powerful CRM system!

Project Management System

Simplify project management, save time, and drive success—empower your team with the ultimate tool!

Fintech

Stay ahead in the fast-paced financial world—embrace FinTech AI to grow faster, smarter, and stronger!

Hotel Management System

Upgrade to smarter hotel management—save time, delight guests, and grow your business effortlessly!

Products - AI (WIP)

AI trained for companies website and document

The Bot will act as a virtual sales agent. Agentic flow, Model training. Upcoming is to connect this to IVR system for realtime sales interaction

Digitization of paper work with AI and ML

GOI project, in discussion.

Convert all maps, BOM, Diagrams via python, train the model.

Make it available to user for project estimation and project document creation

AI/ML Tools in action

Machine Learning Frameworks Natural Language Processing (NLP) Tools

- TensorFlow
 - PyTorch
 - scikit-learn
 - XGBoost
 - LightGBM
 - Keras
 - H2O.ai
- spaCy
 - Hugging Face Transformers
 - NLTK
 - Gensim
 - OpenAI API

LLM Large Language Models

- GPT-4 (OpenAI)
- LLaMA 2 (Meta)
- ChatGPT (OpenAI)
- Claude (Anthropic)

Computer Vision Tools rPPG

- OpenCV
- YOLO (You Only Look Once)
- Dlib
- DeepFaceLab

Natural Language Processing Tools - NLP

Libraries and Frameworks

1. spaCy
2. NLTK (Natural Language Toolkit)
3. OpenNLP
4. TextBlob
5. AllenNLP
6. FastText
7. Transformers (Hugging Face)

Sentiment Analysis and Text Analytics Tools

1. VADER (Sentiment Analysis)
2. SentiStrength
3. Lexalytics
4. Aylien

Other Specialized NLP Tools

1. Polyglot (Multilingual NLP)
2. Stanza (Stanford NLP)
3. Seq2Seq
4. Linguakit
5. Word2Vec
6. Sentence Transformers

Pre-Trained NLP Models and APIs

1. OpenAI GPT (ChatGPT, GPT-3, GPT-4)
2. BERT (Google)
3. T5 (Google)
4. GPT-Neo
5. BLOOM
6. Claude (Anthropic)

Chatbot Development Tools

1. Dialogflow (Google)
2. IBM Watson Assistant
3. Rasa

AI Alliances

 **Google**
CEO: Sundar Pichai (2 Oct ...)

 **Nvidia**
CEO: Jensen Huang (5 Apr ...)

 **Adobe**
CEO: Shantanu Narayen (1...

 **Dynatrace**
CEO: Rick M. McConnell (1...

 **Artisse AI**

 **Tesla**
CEO: Elon Musk (Oct 2008–)

 **C3.ai**
CEO: Thomas Siebel (Jul 2...


 **DataRobot, Inc.**
CEO: Debanjan Saha (20 S...


 **IBM**
CEO: Arvind Krishna (6 Apr ...)

 **Meta**
CEO: Mark Zuckerberg (Jul...

 **Amazon**
CEO: Andy Jassy (5 Jul 20...

 **Intel**
CEO: David Zinsner (2 Dec ...)


 **OpenAI**
CEO: Sam Altman (29 Nov ...)

 **UiPath**

 **Cohere**

 **Hugging Face**

 **Microsoft**
CEO: Satya Nadella (4 Feb ...)

 **Mistral AI**


 **Apple**
CEO: Tim Cook (24 Aug 20...

 **Anthropic**

 **SentinelOne**
CEO: Tomer Weingarten (J...

 **Bosch**
CEO: Stefan Hartung (1 Ja...

 **Darktrace**
CEO: Jill Popelka (6 Sept 2...

 **Arthur AI**

Thank you!

Please refer to the accompanying Response document if any for a comprehensive description.

For more information, contact

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Saurabh Singh

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