IMA

AI-POWERED BUSINESS TRANSFORMATION

Engineering Growth & Operations Through Intelligence.

Corporate Overview — Enterprise AI Systems, Proprietary Sales Agents & Transformation Infrastructure for Category-Leading Brands

Founded 2011 · 15 Years of Enterprise Engineering · ₹25 Lakh – ₹1 Crore Engagements

WHO WE ARE

We Don't Build Websites.
We Engineer Ecosystems.

IMA partners at the core architecture level with enterprise leaders — deploying cognitive AI systems, transactional data infrastructure, and custom platforms that replace fragmented vendor networks with a single, specialized transformation partner.

15

Years Engineering
Enterprise Systems

50+

Enterprise
Transformations

₹1,500+ Cr

Commercial Outcomes
Driven for Partners

OUR TRANSFORMATION CRITERIA

- **High-Ticket Alignment**

  We focus exclusively on high-impact engagements that drive material business outcomes.

- **Systemic Integration**

  No stand-alone apps. Every platform integrates deeply into core business systems.

- **AI-First Architecture**

  Cognitive models and automated workflows are foundational, not bolted on.

- **Measurable Impact**

  Success is defined in time saved, operational scale, and revenue growth.

OPERATING MODEL

Four Practice Areas. One Transformation Partner.

Every engagement is scoped across four integrated practice areas — not a menu of services, but a single operating model.

BUILD

Digital Foundations

Enterprise applications, cloud architecture, and secure infrastructure engineered for scale.

MARKET

Demand Engineering

Acquisition architecture and channel intelligence that convert enterprise pipeline.

AUTOMATE

Operational Efficiency

asIma™ AI agents, enterprise CRM, and workflow automation across every channel.

SCALE

Business Intelligence

Growth advisory, transformation strategy, and forecasting for sustained scale.

FLAGSHIP AI PRODUCT

asIma™ — The Sales Intelligence Layer

asIma delivers rock-solid, ultra-precise AI operations. — a proprietary conversational AI agent that takes over unanswered enterprise leads within 60 seconds, across WhatsApp, Email, Voice, and Web.

Voice AI Calls

WhatsApp Sales

Lead Qualification

Omni-Channel Sync

One AI. Six Industry-Trained Agents.

Seva (Hospitality) · Disha (Travel) · Vastu (Real Estate) · Ayu (Healthcare) · Nidhi (FinTech) · Vidya (Education) — same core intelligence, industry-specific workflows.

DEPLOYED PROOF POINTS

60s

Average lead response time across all channels

3×

Site visit conversion lift for real estate partners

PCI-DSS

Compliant payment & KYC workflows

1.2s

Average voice-agent response latency

DOMAIN DEPTH

Industries We Transform

Hospitality & Resorts

Direct booking automation & PMS sync

Healthcare & Clinics

EHR-integrated patient pathways

Real Estate

Site-visit & broker pipeline automation

Travel & Operators

Itinerary & payment automation

Financial Services

Compliant onboarding & KYC workflows

Consumer Brands

High-retention CRM & retargeting

PROVEN OUTCOMES

Outcome-Driven Transformations

₹1,500+ Cr

Enterprise Scaling & Exit

Designed direct-acquisition pipelines and automated databases behind a successful acquisition by a NASDAQ-listed company.

Top 3

Property Worldwide

asIma™ AI Sales Agent deployed across WhatsApp and email, converting high-intent midnight leads into direct luxury resort bookings.

Global Award

AI Wellness Technology

Computer-vision rPPG platform remotely calculating patient vital metrics, recognized on a global health-innovation stage.

3× Winner

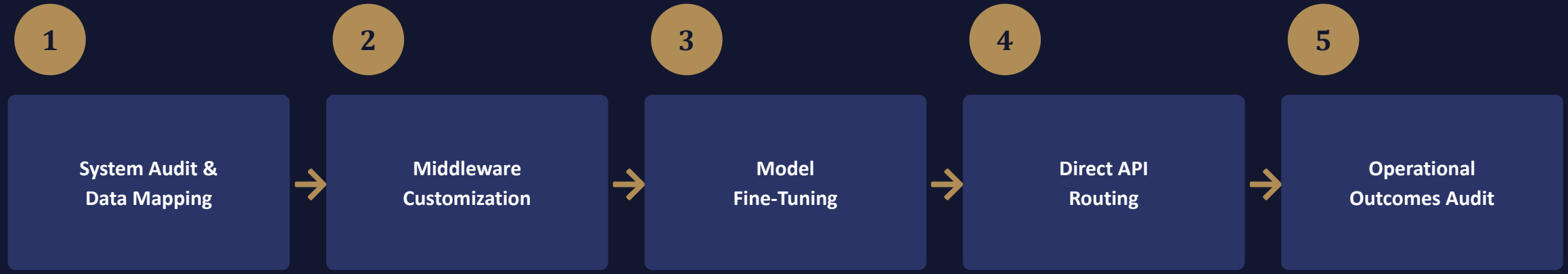
Clinical Campaign & CRM

Automated booking funnels and compliance logs for a clinic chain — World Sleep Day award in India, three consecutive years.

HOW WE ENGAGE

Structured Engagements, ₹25 Lakh – ₹1 Crore

Every transformation is delivered in five defined phases over 12–16 weeks, with outcome-based pricing tied to scope, not hours.



SOC 2-Aligned Data Pipelines

PCI-DSS Compliant Workflows

asIma™ Proprietary Cognitive Core

Sub-1.2s Voice Response Latency

WHY IMA

A Transformation Partner, Not a Vendor Network

DIMENSION	TYPICAL DIGITAL AGENCY	IMA
Scope	*Fragmented vendors: agency + dev shop + ad partner*	**One partner across strategy, technology, marketing, AI, and infrastructure**
Deliverable	*Landing pages, ad campaigns, one-off apps*	**Core architecture: cognitive AI, transactional databases, enterprise platforms**
Model	*Retainer, hourly, or per-campaign billing*	**Outcome-based engagements, ₹25 Lakh – ₹1 Crore, phased delivery**
Evidence	*Portfolio of small projects*	**Named enterprise outcomes: NASDAQ exit, global awards, 98% retention**

PARTNER TRUST

Trusted by Category-Leading Brands

50+	₹1,500+ Cr	15 Yrs	98%
Enterprise Transformations	Commercial Outcomes Driven	AI & Tech Engineering	Annual Partner Retention

13× COMMERCIAL ROI

“The team is incredible; they are basically a full-service transformation partner and beyond. We have achieved a 13x commercial ROI as of today.”

— Mercury Travels Ltd.

Delhi Transport Corporation · Aahana The Corbett Wilderness · Mercury Travels · EbixCash

LET'S ENGINEER YOUR SCALE STRATEGY

Schedule a Transformation Consultation

Our transformation leaders will map a clear architectural and commercial roadmap for your organization — scoped for outcomes, not deliverables.

Start Transformation