NeoSOFT®

Capabilities

Driving Digital Outcomes in Media & Entertainment

About Us

Great Place To Work. Certified INDIA

25+ YEARS OF EXCELLENCE

CMMIDEV/5

Overview

4000+ Employees

10 Global Offices

9 Development Centers

1,00,000+ Sq.ft. Office Space

Clientele

1500+ Clients

50+ Countries

85% Clients Retention

22+ Industry Verticals

Achievements

2000+ Products Engineered

1500+ Applications Developed

12+ Awards

20+ Million Development Hours

Partners

aws

SAP

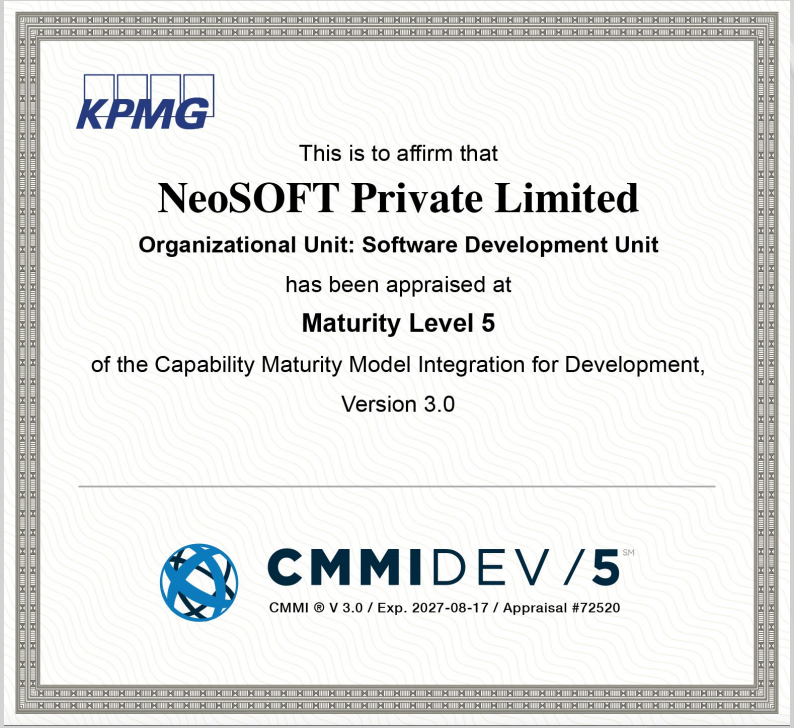
Microsoft

Google Cloud

Magento

Certified To Deliver Quality

Great Place To Work. Certified INDIA



ISO
9001:2015
Quality Management

ISO
27001:2013
Information Security

ISO
20000-1:2011
IT Management

ISO
22301:2012
Business Continuity Management

What We Do

Team Augmentation

A team of 4000+ Battle Tested engineers across 100+ Different Stacks.

We are your Digital Factory, dedicated teams to supercharge your development throughput.

0 Operational Overheads.

Agile & On Demand.

Fixed Scope

We offer meticulously crafted project specifications and timelines for cutting-edge development, seamless integrations and feature-rich solutions.

The NeoSOFT approach ensures your projects are delivered with precision and excellence.

Managed Services

Our IMS services helps enterprises to run Business as usual.

With strong SLA driven services, 24x7 Support, Governance and Technology expertise, we help to optimize processes and costs.

Our Expertise

We help businesses wherever they are in their digital journey. From consulting for a **digital transformation** to carving out a **technology roadmap**. Our expertise helps you to **drive ROI** from your digital initiatives.

Digital Transformation

- UX/UI Consulting
- Web & Mobility Solutions
- Enterprise API Management
- RPA
- Legacy Modernization

Digital Product Engineering

- Custom Software Engineering
- QA Services
- Maintenance
- Managed Services

Infrastructure & IT Operations

- Cloud Consulting
- DevSecOps
- Cloud Migration
- Cloud Management

Data Management & Analytics

- Data Engineering
- Governance
- B.I. & Analytics

Artificial Intelligence

- M.L. Models
- Model Generation
- M.L. Ops
- Data Science

Internet of Things

- IoT Consulting
- Software Defined Features
- IoT Applications

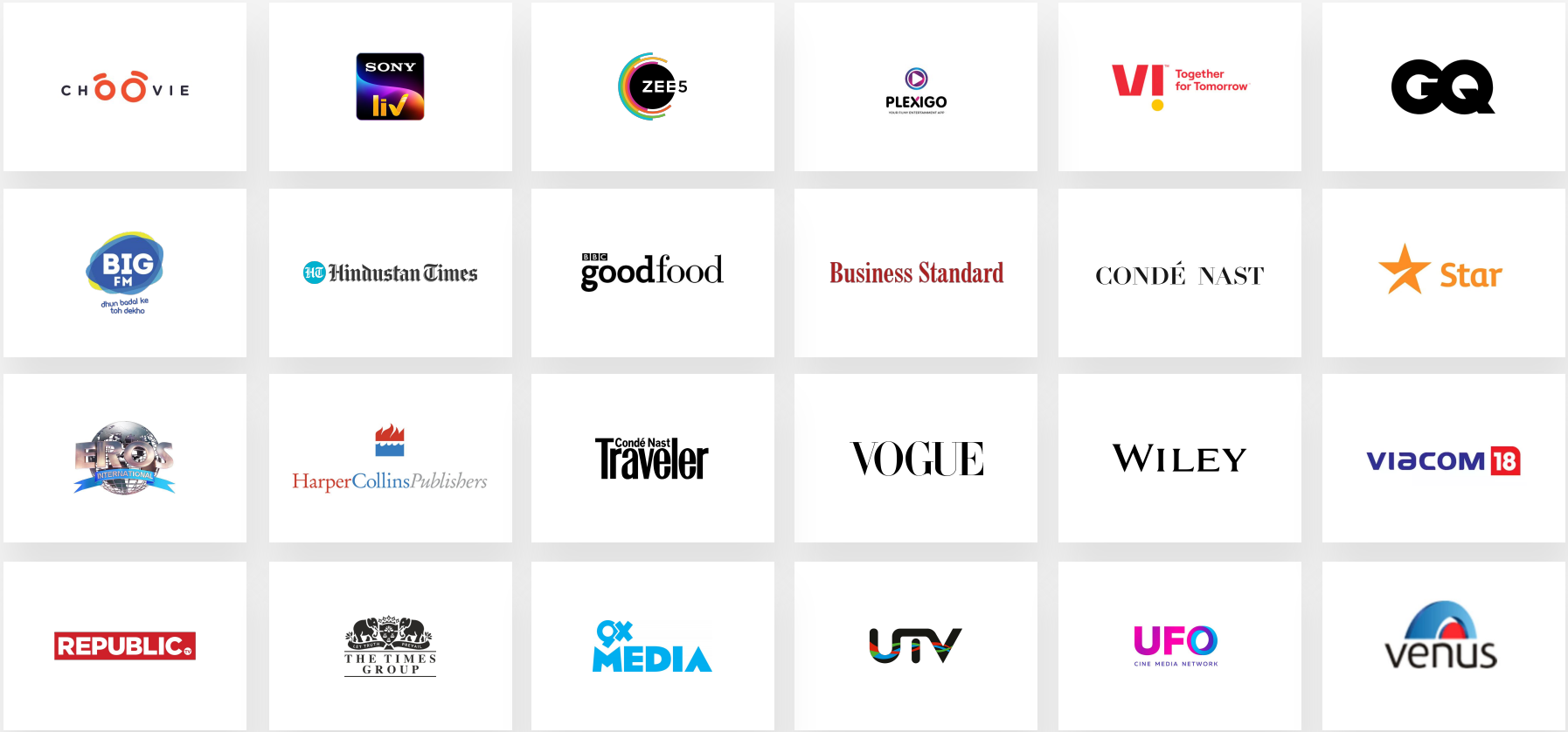
Innovation Lab

- MVP & POCs
- Rapid Prototyping
- Emerging Tech

Team Augmentation

- Solution Architects
- B.A.
- Developers
- Data Scientists

Selected Clientele



Case Studies

India's Leading English News Website

Developed a CMS module enabling the client to showcase NFTs and their details.

NFT | Payment Gateway | UI/UX | CMS

Outcomes

25% Increased Traffic

- A unique and innovative experience boosted the amount of users visiting the website.

4X Improved User Experience

- Implementing a dynamic and intuitive interface elevated the user experience and increased user satisfaction.

15% Increased Subscribers

- Access to an innovative portal that enables browsing and purchase of NFTs led to an increase in the number of registrations on the website.

Solutioning

Challenges

- An unappealing and complicated interface negatively impacted user engagement.
- Absence of a dedicated portal for uploading and managing NFTs and their details.
- Lack of a secure payment gateway that could enable users to safe purchase the NFTs.

Technical Spotlight

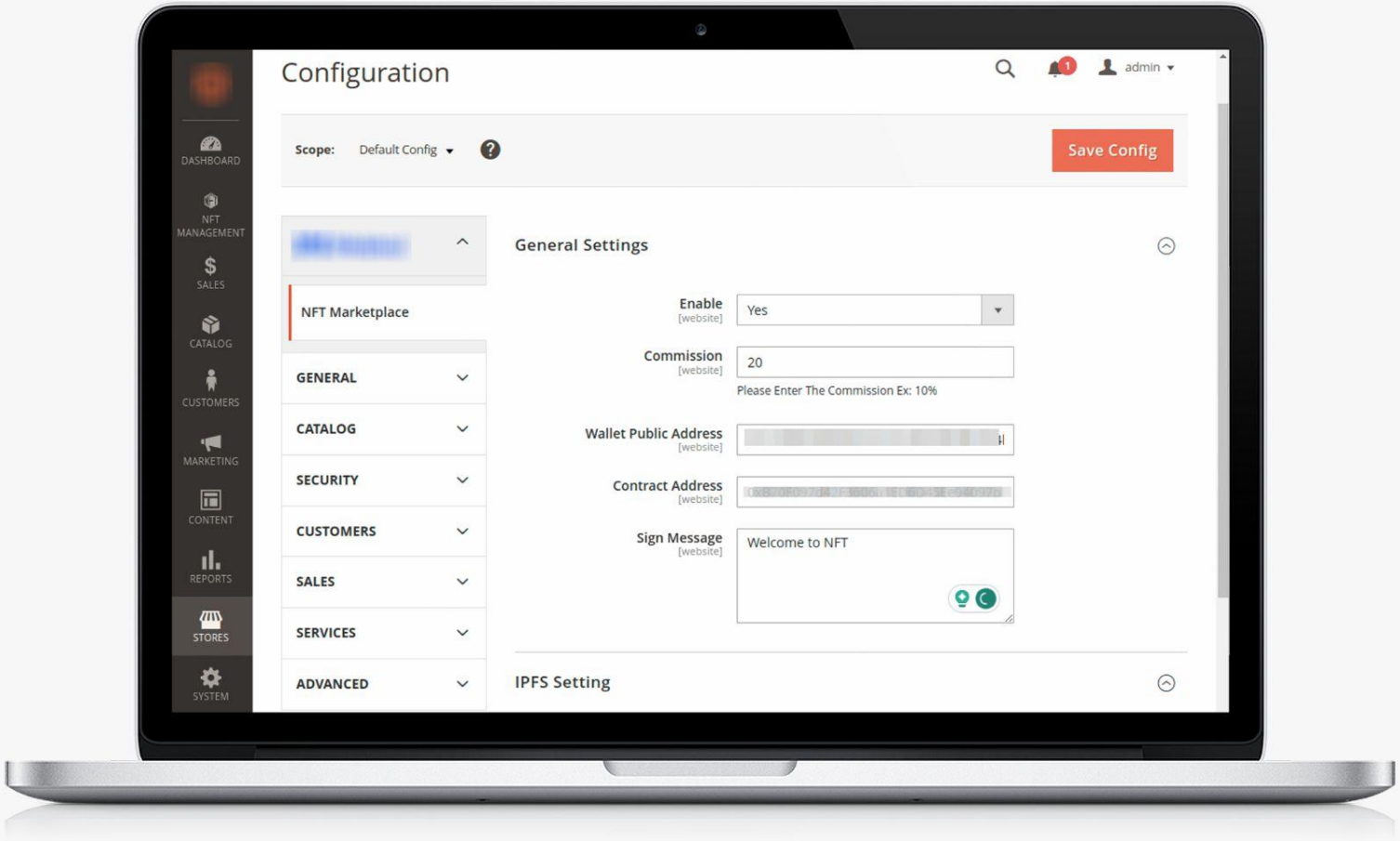
- Developed a dynamic interface and updated CMS using PHP and Wordpress, improving the design and modules featuring the NFTs.
- Leveraged Amazon APIs to seamlessly link or register user accounts on the website to social media accounts.
- Integrated Redis to manage storage and offer real-time analytics about the NFTs showcased.

Solution Highlights

- Created a dedicated portal for showcasing various NFTs along with filtering and sorting options.
- Redesigned the interface to make it more dynamic and user friendly.
- Enabled admin to manage users, articles, FAQs, and other page data from the back-end.

Tech Stack

php MySQL WordPress redis


Configuration
admin
DASHBOARD
NFT MANAGEMENT
SALES
CATALOG
CUSTOMERS
MARKETING
CONTENT
REPORTS
STORES
SYSTEM
Scope:
Default Config
Save Config
NFT Marketplace
GENERAL
CATALOG
SECURITY
CUSTOMERS
SALES
SERVICES
ADVANCED
General Settings
Enable
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Commission
[website]
20
Please Enter The Commission Ex: 10%
Wallet Public Address
[website]
Contract Address
[website]
Sign Message
[website]
Welcome to NFT
IPFS Setting

One of the World's Largest Entertainment-to-Education Publishers

Developed a visually appealing, user-friendly cross-platform application to showcase and manage books.

Product Engineering | UI/UX | Database Management | CX

Outcomes

4X Increased Customer Experience

- An entirely revamped and stylish design improved navigation and led to a better customer experience.

15% Increased Revenue

- The inclusion of customer-centric modules for customizing searches according to user preference led to increased sales.

30% Increased Traffic

- An improved user experience and incorporation of new modules led to an increase in traffic on the platform.

Solutioning

Challenges

- Absence of dedicated modules for showcasing books and author details as well as events taking place across cities.
- No method for searching for specific titles and filtering books according to user's preferences.
- Lack of a module enabling users to manage their account, library, wish list and gift books to other users.

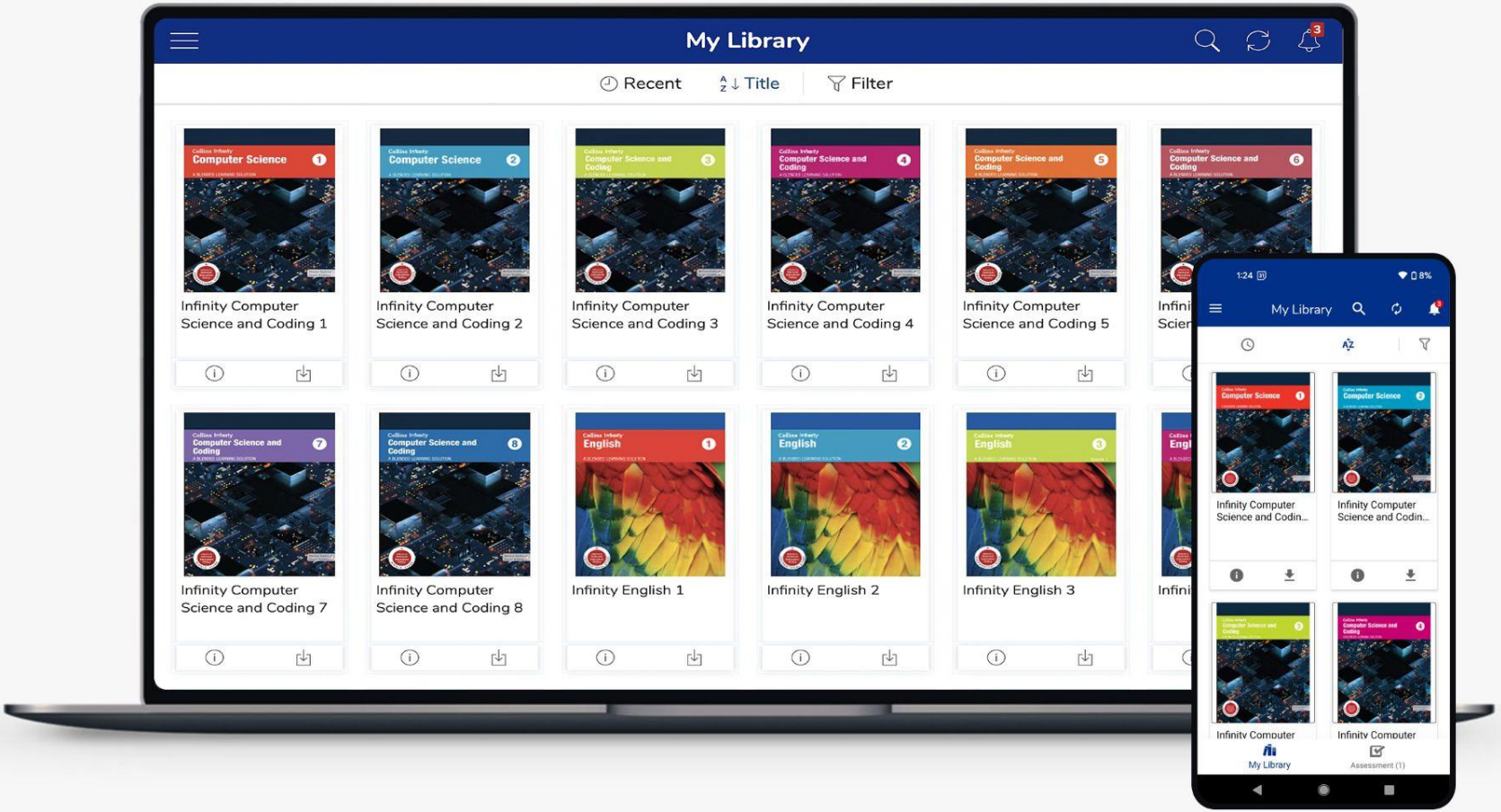
Technical Spotlight

- Crafted a dynamic experience and a highly responsive interface using C# and ASP.NET.
- Leveraged Microsoft SharePoint to create a secure place to store, organize, share, and access information from any device.
- Improved the portability, reliability and performance of the application using SQLite.

Solution Highlights

- Created a personalized dashboard for allowing users to keep track of their purchases and gain, redeem points all through server side APIs.
- Creation of dedicated modules for various lists like bestsellers, wishlist, library, etc.
- Integration of a dynamic and rich UI with options for filtering and sorting search results according to user's preferences.

Tech Stack


My Library
Recent
Title
Filter
Infinity Computer Science and Coding 1
Infinity Computer Science and Coding 2
Infinity Computer Science and Coding 3
Infinity Computer Science and Coding 4
Infinity Computer Science and Coding 5
Infinity Computer Science and Coding 7
Infinity Computer Science and Coding 8
Infinity English 1
Infinity English 2
Infinity English 3
My Library
Assessment (1)

One of India’s Leading Multilingual News Portals

Established a dynamic and visually appealing website with dedicated features for the admin.

Product Engineering | UI/UX | Database Management | API Integration

Outcomes

30% Increased Customer Experience

- Integration of custom modules and a visually appealing design improved the overall experience for users.

25% Increased Traffic

- The ability to switch between languages seamlessly led to influx of new visitors to the portal.

35% Increased Loading Speed

- Redesigned workflows and dynamic design coupled with separate and dedicated pathways for accessing media files and videos improved page loading speed.

Solutioning

Challenges

- Absence of a dedicated back-end module enabling admin to add, update and delete posts.
- A difficult and dull interface led to users dissatisfaction.
- Lack of an option to change language as per user preference decreased user engagement.

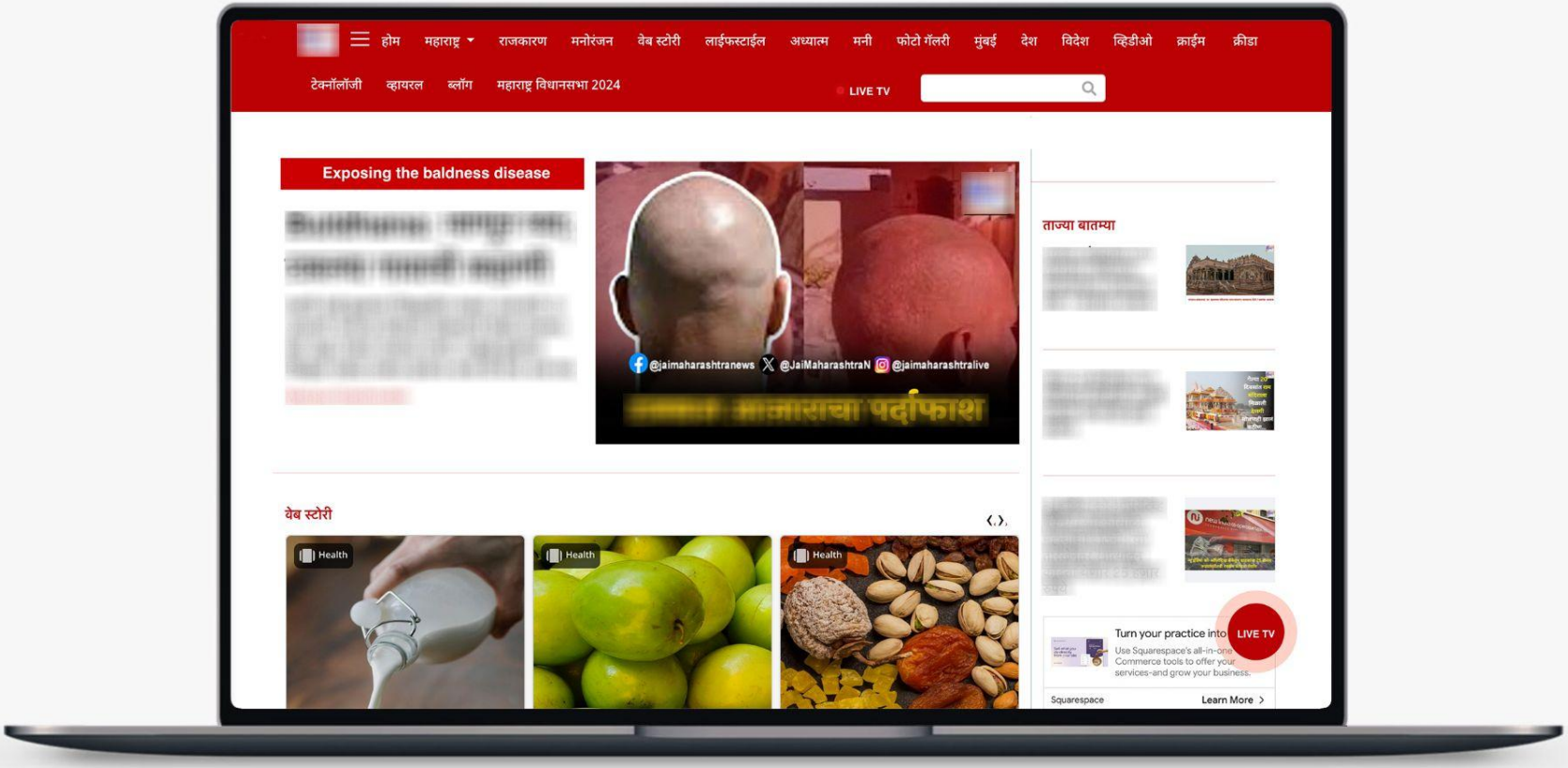
Technical Spotlight

- Crafted dynamic, quick-loading and interactive modules using AJAX.
- Integrated social media, Youtube and Dailymotion APIs to enable users to access various news segments and share them on their feed or with friends.
- Used CSS And HTML to revamp the style and design of the portal and make it more visually appealing.

Solution Highlights

- Admin can add or update the news existing on the portal and manage where they want to feature any news according to section, category etc.
- Users can instantly between two languages and share, print or recommend the news.
- Separate module created for photo library and for sharing videos via Youtube, Dailymotion and other sources.

Tech Stack


होम
महाराष्ट्र
राजकारण
मनोरंजन
वेब स्टोरी
लाईफस्टाईल
अध्यात्म
मनी
फोटो गॅलरी
मुंबई
देश
विदेश
व्हिडीओ
क्राईम
क्रीडा
टेक्नॉलॉजी
व्हायरल
ब्लॉग
महाराष्ट्र विधानसभा 2024
LIVE TV
Exposing the baldness disease
@jaimaharashtranews
@JaiMaharashtraN
@jaimaharashtralive
ताज्या बातम्या
वेब स्टोरी
Health
Health
Health
Turn your practice into
LIVE TV
Use Squarespace's all-in-one Commerce tools to offer your services-and grow your business.
Squarespace
Learn More

One of the World’s Largest Food Media Brands

Implemented a robust portal for enabling user to search and post recipes as well as subscribe to their magazine.

Database Management | UI/UX | CMS | CX

Outcomes

25% Increased Engagement

- The incorporation of dedicated and customizable user modules with the ability to share and create recipes increased engagement across the platform.

30% Elevated Customer Experience

- Quick and seamless transitions between modules and improved loading speeds elevated the customer experience.

15% Increased Subscribers

- An easy-to-use and intuitive interface design coupled with advanced controls for admin to feature the upcoming events and trending recipes improved platform subscribers.

Solutioning

Challenges

- Absence of a dedicated module to share and feature user submitted food recipes.
- Slow page loading speed and dull interface negatively impacted the user experience.
- Lack of a system to enable admin to control the feature of various elements on the website.

Technical Spotlight

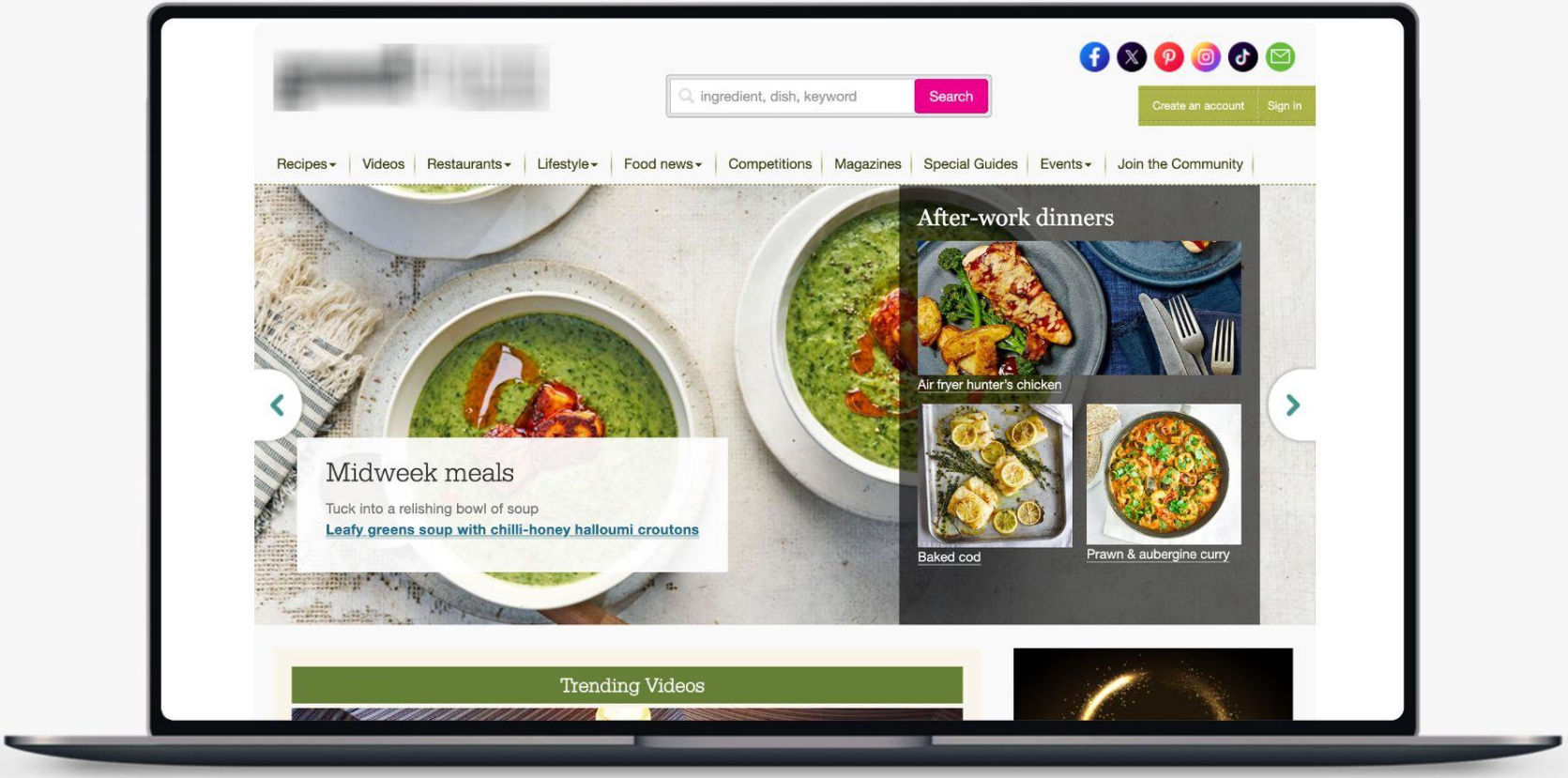
- Leveraged Ruby on Rails as a framework for improving the performance and loading speed of the website.
- Used JavaScript and CSS to revamp the the design and style of the website and create a dynamic and interactive experience.
- Leveraged MySQL to add, access, and store data and implement complete data control and round-the-clock uptime.

Solution Highlights

- Dedicated and easy-to-use modules for users to submit recipes or create a collection of recipes.
- Integration of a admin dashboard enables admin to control and feature collections, recipes, events, awards, videos of recipes, magazines, recipes books and guides.
- Revamped UI to create an intuitive and visually appealing website.

Tech Stack

RAILS JS CSS HTML MySQL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Search
Create an account
Sign in
Recipes
Videos
Restaurants
Lifestyle
Food news
Competitions
Magazines
Special Guides
Events
Join the Community
Midweek meals
Tuck into a relishing bowl of soup
Leafy greens soup with chilli-honey halloumi croutons
After-work dinners
Air fryer hunter's chicken
Baked cod
Prawn & aubergine curry
Trending Videos

The Best Platform for Discounted Cinema Tickets in Australia

Developed streamlined mobile app and web portal to showcase entertainment industry offerings.

Product Engineering | UI/UX | Data Warehouse | Payments

Outcomes

5X Increased User Adoption

- Introduction of a revolutionary concept with convenience in digital on-boarding, the platform garnered a fast user-adoption in Q1.

8X Improved Data Management

- Built a data-ecosystem with a robust ETL process to derive meaningful data-insights and fuel business decisions.

100% Secured Payments

- The tight-firewalls and security layers contributed towards seamless and secured user-payments.

Solutioning

Challenges

- Lack of a reliable, scalable, and real-time online omni-channel for booking online movie tickets.
- Absence of a data-ecosystem that could mine the captured tons of data and derive meaningful and purpose-driven insights.
- Data storage, centralized repository, collective and cumulative data activities were hindered due to lack of data-driven approach.

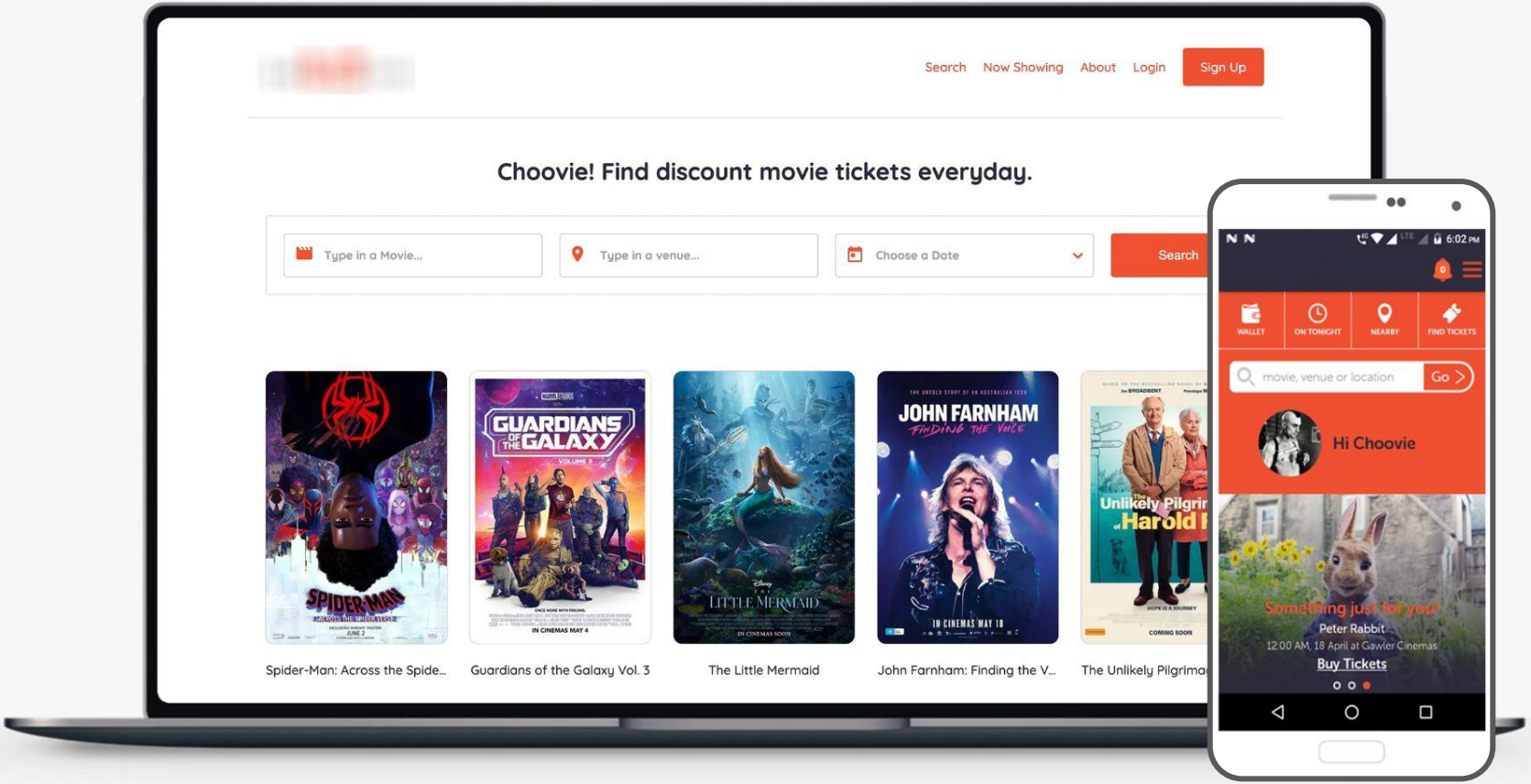
Technical Spotlight

- Leveraged PHP-based framework to achieve quick scalability and security for the eCommerce website.
- Harnessed MySQL and SQLite to manage the captured data from multiple sources.
- eWay payment gateway was used for secured, quick, and ease in integration.

Solution Highlights

- Back-end portal with restricted user access enabled the website and mobile application controls.
- Ensured seamless and real-time flow of information at the front-end.
- A user-centric search functionality with add-on features to improve user-adoption and experience.
- State-of-art digital infrastructure to develop a sustainable online movie-ticket booking system.

Tech Stack


Search
Now Showing
About
Login
Sign Up
Choovie! Find discount movie tickets everyday.
Type in a Movie...
Type in a venue...
Choose a Date
Search
Spider-Man: Across the Spide...
Guardians of the Galaxy Vol. 3
The Little Mermaid
John Farnham: Finding the V...
The Unlikely Pilgrima
6:02 PM
WALLET
ON TONIGHT
NEARBY
FIND TICKETS
movie, venue or location
Go
Hi Choovie
Something just for you!
Peter Rabbit
12:00 AM, 18 April at Gawler Cinemas
Buy Tickets

A Leading OTT Platform Rendering HD and Premium Movie Content

Platform development driven by user-centric experience and rich functionalities.

Mobile Application | UI/UX | Cloud | Multi-device Compatibility

Outcomes

8X Advanced Platform

- Hassle-free video streaming, with patented pin code locking capabilities to allow simultaneous release of films.

25% Customer Adoption

- Excellent CX combined with intuitive features and zero snags makes this platform the most sought, subsequently yielding a fast user-adoption.

100% Secured Payments

- Hassle-free and secured payments to purchase user-subscriptions based on personal choices.

Solutioning

Challenges

- Need of a cost-effective solution to reach the untapped market without the burden of the additional cost of releasing films.
- Absence of a platform providing films on a Pay per view model.
- Reduce Piracy, and enable the content owner to release the movies simultaneously.

Technical Spotlight

- RxSwift, RxCocoa, Action, NSObject+Rx, RxDataSources, RxGesture used Rx frameworks for fast performance & RxSwift to manage the huge background operations.
- Realm, RealmSwift, RxRealm, RxRealmDataSources used as database to save the entities.
- AV Foundation, Used to play Movies & Trailer OpenTok framework used for the live broadcasting feature.

Solution Highlights

- An OTT platform with catalog of movies, series , events that are available on android mobile, android TV, FireTV, JioTV.
- Filter movies based on Language, Genre, and sources like Prime video, Sony tv live, Netflix ,Disney Hotstart, and many others.
- Plexigo's Pay-per-View feature allows content owners flexible pricing to maximize the revenue as per the content's potential.

Tech Stack

android | Swift | ANGULAR | ASP.NET | PayPal

Bloodshot
Streaming on prime video
After he and his wife are murdered, marine Ray Garrison is resurrected by a team of scientists. Enhanced with nanotechnology, he becomes a superhuman, biotech killing machine - Bloodshot. As Ray first trains with fellow super-soldiers, he cannot
Popular Channel
What's Trending
Dil Bechara
Hindi . 2020
GUNJAN SAXENA
Hindi . 2020
English . 2020
PINK
Hindi . 2020
SAMSUNG
PLEXIGO
Bloodshot
Popular Channel
What's Trending
Genre
Action
Thriller
Adventure

India’s Second Largest Private Radio Station

Engineered a premium platform for live streaming music videos, performances, and VoD services.

Mobile Application | CMS | Web Portal | CX

Outcomes

5X Accelerated User Adoption

- Live video streaming, access to favorite music artists and celebrities, directs chats, and other innovative features accelerated user adoption.

100% Cloud Enablement

- Migration to AWS cloud introduced scalability and reliability towards data management.

8X Boosted CX

- Reduced latency, provision of content curation, HD view, and flexible pro-grade live streaming enhanced the user experience.

Solutioning

Challenges

- Cope with the dynamic and scaling needs of users was a daunting task.
- Outgrow the ever-growing market competition and retain the impulsive hoppers was a dire need.
- A robust and an intuitive platform was necessary to engage the youth audience and devise innovative modules for retention.

Technical Spotlight

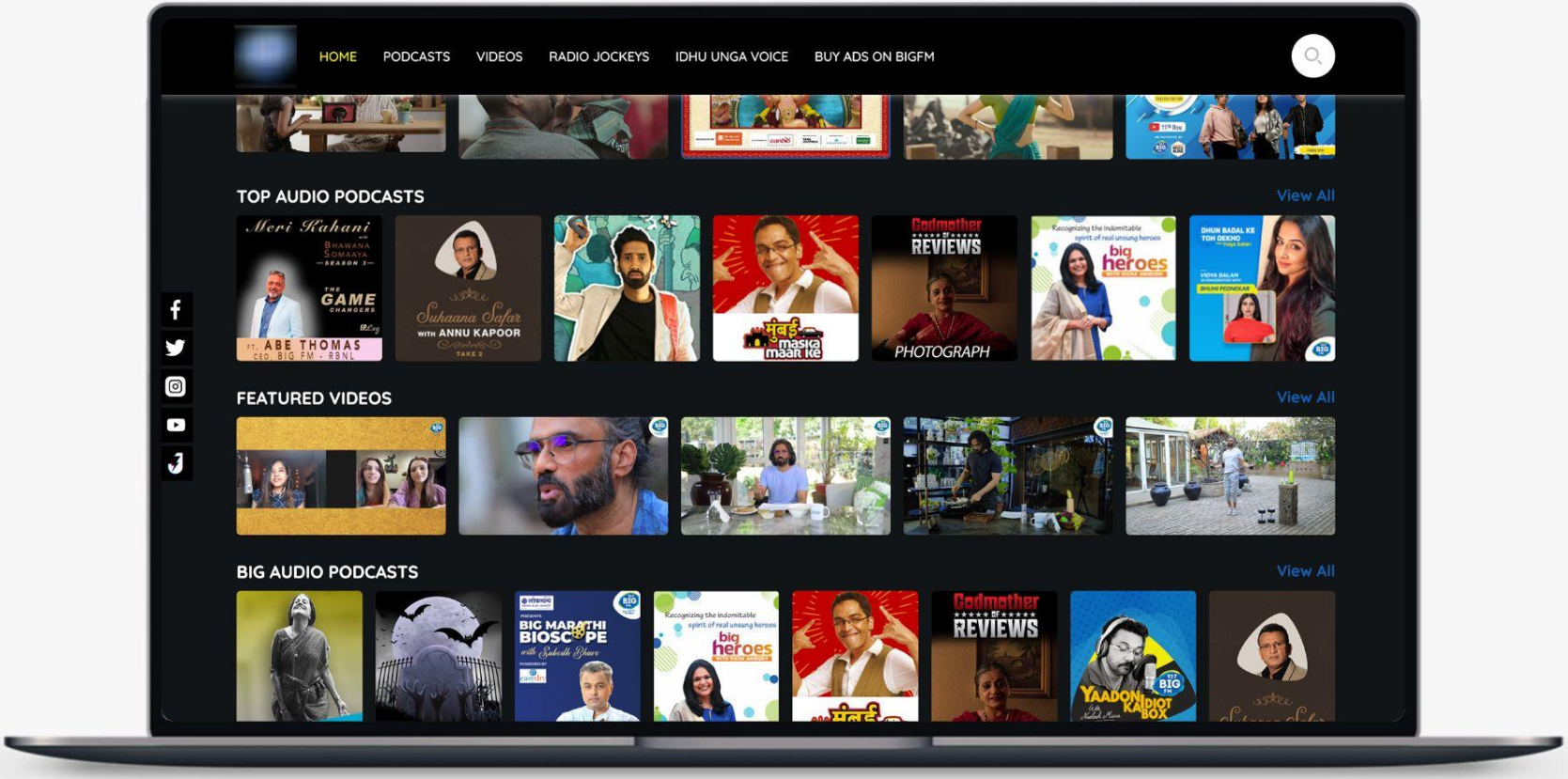
- Angular JS for quick delivery and prototyping of dashboard style thus enabling the creation of dynamic single-page apps.
- Development agility with AWS to scale up to meet storage, computing, and other requirements.

Solution Highlights

- Live video on-the-go.
- Live celebrity chat.
- Incentive programs with rewards and cash.
- Reduced latency in live stream performances.
- Provision to LIVE stream in a studio environment.
- Provision to curate LIVE content and push non-live curated VoD.

Tech Stack

Kotlin | Swift | ANGULAR | aws


HOME
PODCASTS
VIDEOS
RADIO JOCKEYS
IDHU UNGA VOICE
BUY ADS ON BIGFM
TOP AUDIO PODCASTS
View All
Meri Kahani
BHAWANA SOMAAYA
SEASON 3
THE GAME CHANGERS
FT. ABE THOMAS
CEO, BIG FM - RBNL
Suhaana Safar
WITH ANNU KAPOOR
TAKE 2
मुंबई
maska maar ke
Godmother
REVIEWS
PHOTOGRAPH
Recognizing the indomitable spirit of real unsung heroes
big heroes
DHUN BADAL KE TOH DEKHO
VIDYA BALAN
BHUMI PEDNEKAR
FEATURED VIDEOS
View All
BIG AUDIO PODCASTS
View All
BIG MARATHI BIOSCOPE
with Subodh Bhave
Recognizing the indomitable spirit of real unsung heroes
big heroes
Godmother
REVIEWS
YAADON KA IDIOT BOX

An Indian Company Offering A Competitive Real-Money Gaming

Built a skill-based gaming platform with secure payment integration and backend support.

Scalability | UI/UX | Secure Payments | Backend Optimization

Outcomes

Optimized Performance

- Seamless gameplay, reducing latency and improving transaction processing speed.

Secure Transactions

- Implemented robust database security and encryption to safeguard user data and real-money transactions

Scalable Infrastructure

- Built a scalable backend to support growing user traffic and high-concurrency gaming sessions.

Solutioning

Challenges

- Financial security for the platform whilst dealing with real cash transactions.
- Requiring the platform to handle multiple users engaging in games, contests, and transactions.
- A real-time competitive gaming platform requires instant updates to matchmaking and rankings.

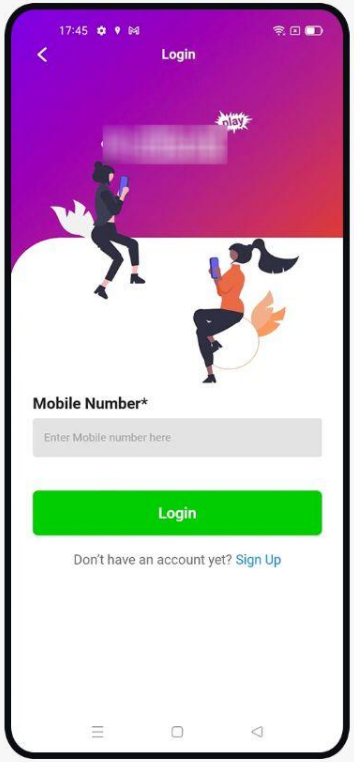
Technical Spotlight

- Leveraged MySQL 5.0 with encryption and database-level access controls.
- Used ROR with UNIX/Linux for a scalable backend and optimized load balancing.
- SQL indexing, caching in MySQL 5.0 for faster processing of game results

Solution Highlights

- Prevented fraud and ensured user trust while maintaining compliance with security standards.
- Provided a seamless gaming experience by preventing crashes under heavy loads.
- Enabled seamless updates to leaderboards, and an engaging user experience.

Tech Stack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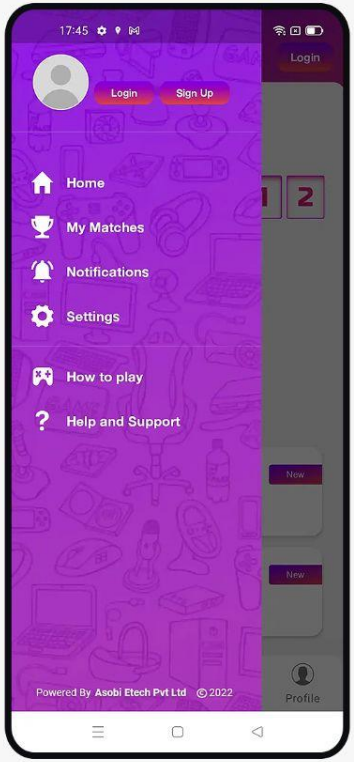
Login
Mobile Number*
Enter Mobile number here
Login
Don't have an account yet? Sign Up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Login
Sign Up
Home
My Matches
Notifications
Settings
How to play
Help and Support
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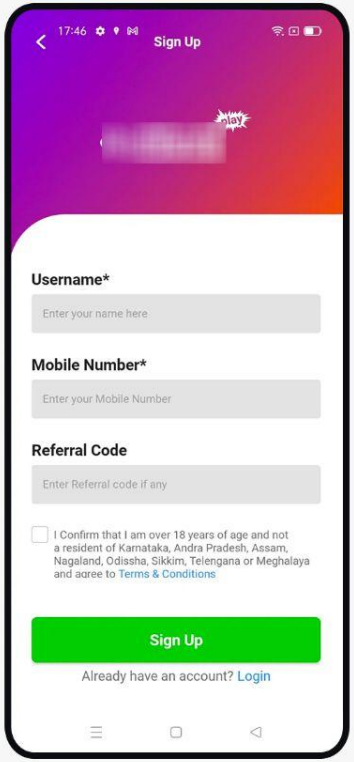
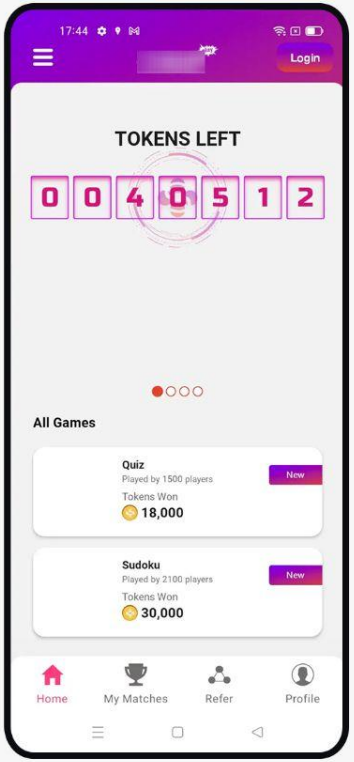
Profile


17:46
Sign Up
Username*
Enter your name here
Mobile Number*
Enter your Mobile Number
Referral Code
Enter Referral code if any
I Confirm that I am over 18 years of age and not a resident of Karnataka, Andra Pradesh, Assam, Nagaland, Odissa, Sikkim, Telengana or Meghalaya and agree to Terms & Conditions
Sign Up
Already have an account? Login


17:44
Login
TOKENS LEFT
0 0 4 0 5 1 2
All Games
Quiz
Played by 1500 players
New
Tokens Won
18,000
Sudoku
Played by 2100 players
New
Tokens Won
30,000
Home
My Matches
Refer
Profile

An Indian firm Providing OTT Bundles and Recommendations

Curated a unified OTT platform with personalized content and seamless access.

Cross-platform Development | UI/UX | API Integration | Payments Integration

Outcomes

Seamless Content Access

- Unified multiple OTT subscriptions into a single platform, enabling users to access diverse content effortlessly.

Personalized Recommendations

- Curated content based on user preferences, enhancing viewing experiences.

Efficient State Management

- Streamlined data flow and improved app performance, ensuring a smoother user interface.

Solutioning

Challenges

- Real-time crash reporting and performance monitoring.
- Curating the content based on users' preferences.
- Secure and efficient multi-payment gateway support

Technical Spotlight

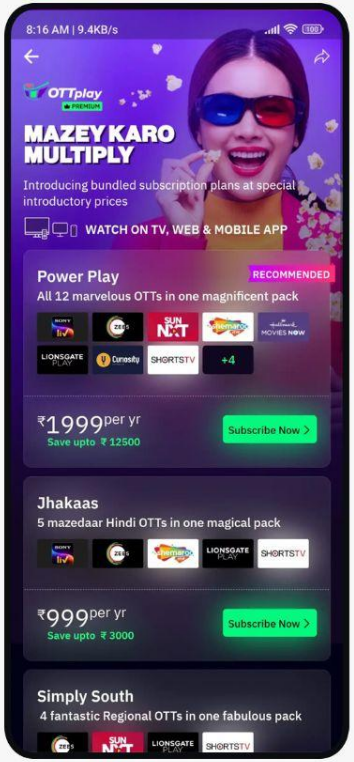
- Firebase Crashlytics & Google Analytics for identification and resolvement of issues.
- Leveraged Firebase Analytics & AI-driven algorithms to allow intelligent content personalization.
- Utilized Razorpay for seamless payment integration

Solution Highlights

- Improved app stability and user retention.
- Enhanced engagement by delivering highly personalized recommendations across multiple OTT platforms.
- Provided safe multi-payment gateway, enabling hassle-free transactions thus improving user trust.

Tech Stack

TS JS Google Analytics Firebase Analytics Firebase Crash Reporting React Native Razorpay API facebook Google APIs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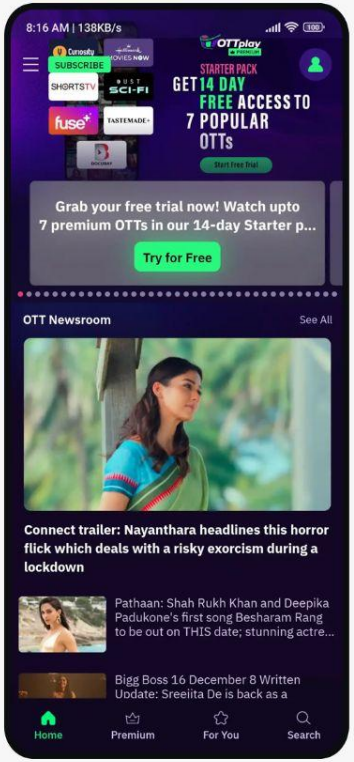
OTTplay PREMIUM
MAZEY KARO MULTIPLY
Introducing bundled subscription plans at special introductory prices
WATCH ON TV, WEB & MOBILE APP
Power Play
RECOMMENDED
All 12 marvelous OTTs in one magnificent pack
+4
₹1999per yr
Save upto ₹ 12500
Subscribe Now
Jhakaas
5 mazedaar Hindi OTTs in one magical pack
₹999per yr
Save upto ₹ 3000
Subscribe Now
Simply South
4 fantastic Regional OTTs in one fabulous pack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See All
Connect trailer: Nayanthara headlines this horror flick which deals with a risky exorcism during a lockdown
Pathaan: Shah Rukh Khan and Deepika Padukone's first song Besharam Rang to be out on THIS date; stunning actre...
Bigg Boss 16 December 8 Written Update: Sreeiita De is back as a
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Premium
For You
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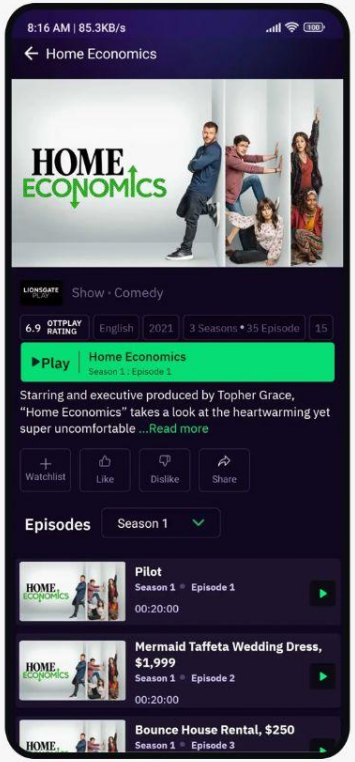
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HOME ECONOMICS
Show • Comedy
6.9 OTTPLAY RATING
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3 Seasons • 35 Episode
15
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Season 1 : Episode 1
Starring and executive produced by Topher Grace, "Home Economics" takes a look at the heartwarming yet super uncomfortable ...Read more
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Pilot
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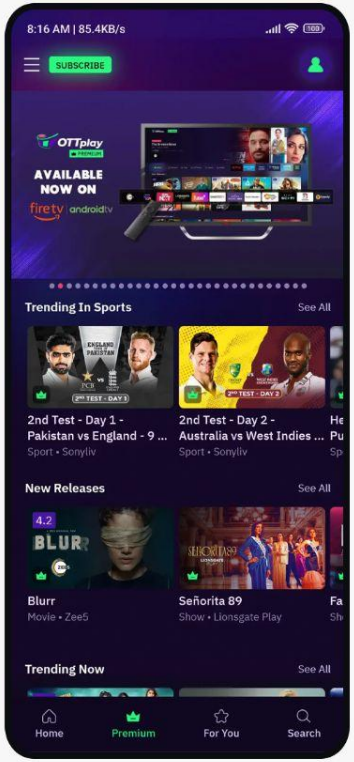
Mermaid Taffeta Wedding Dress, $1,999
Season 1 • Episode 2
00:20:00
Bounce House Rental, $250
Season 1 • Episode 3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A UAE-Based Cultural and Entertainment Destination

Created a multilingual feature-rich website with seamless ticketing and payment integration.

Cross-platform Compatibility | UI/UX | Payment Integration | CMS

Outcomes

Cross-Platform Compatibility

- Ensured accessibility across various servers for a seamless user experience.

Comprehensive Analytics & Tracking

- Implemented Google Analytics for tracking user behavior and optimizing engagement strategies.

Streamlined Ticketing System

- Ensured smooth and secure ticket purchases.

Solutioning

Challenges

- Implementing a secure, scalable, and efficient online ticketing system with real-time transactions.
- Managing high traffic loads and ensuring fast load times for a large-scale amusement park website.
- Synchronizing user interactions and content sharing across multiple social media platforms.

Technical Spotlight

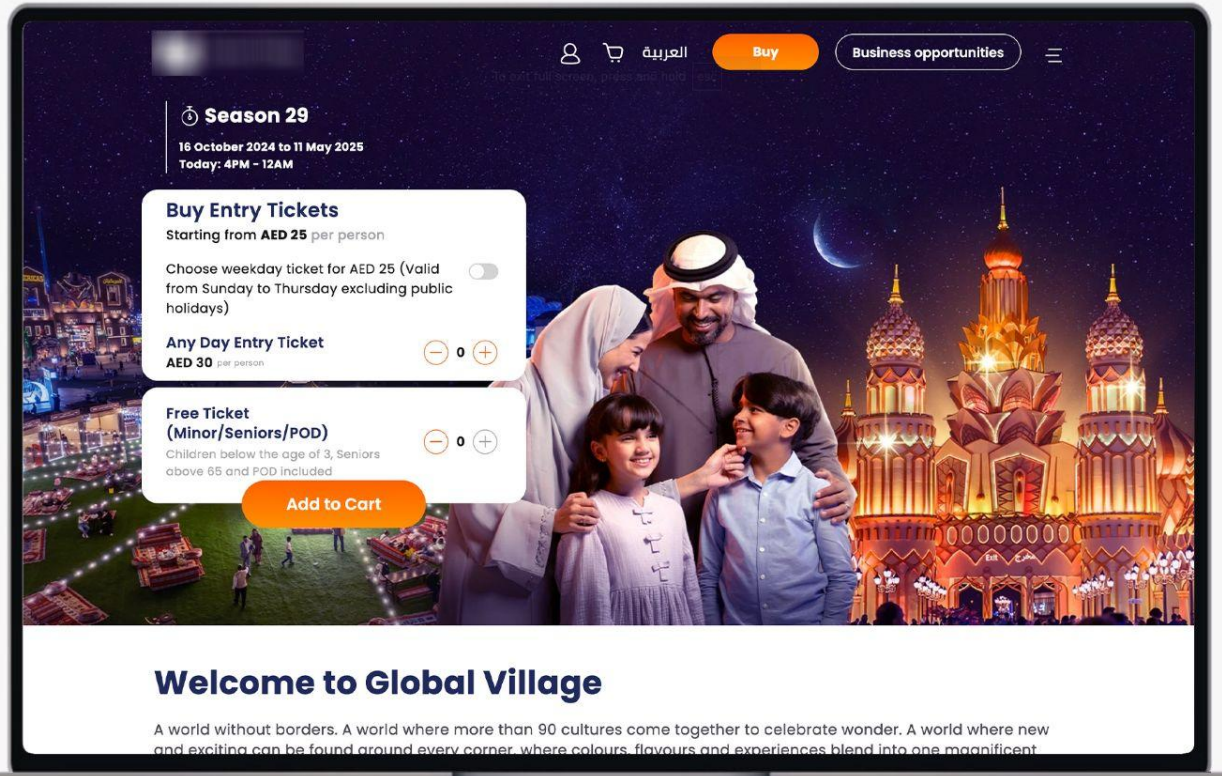
- Integrated VGS Ticket Management System and Mastercard Payment Gateway via API for secure transactions.
- Used MySQL 5.0 and MariaDB with optimized indexing, caching strategies, and query optimization.
- Integrated Facebook, Twitter, LinkedIn, and YouTube APIs to enable real-time content sharing and engagement.

Solution Highlights

- Provided a seamless, real-time ticket purchasing experience, ensuring reduced fraud risks and smooth operations.
- Achieved faster data retrieval, reduced server load, and improved website performance during peak visitor times.
- Enhanced brand visibility and automated social media updates boosting user interaction across digital platforms.

Tech Stack

CSS HTML MySQL MariaDB Google Analytics Drupal mac OS Windows Server Pay jQuery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Any Day Entry Ticket
AED 30 per person
0
Free Ticket (Minor/Seniors/POD)
Children below the age of 3, Seniors above 65 and POD included
0
Add to Cart
Welcome to Global Village
A world without borders. A world where more than 90 cultures come together to celebrate wonder. A world where new and exciting can be found around every corner, where colours, flavours and experiences blend into one magnificent

A Global Media Firm Offering Travel, Lifestyle, and Cultural Content

Created an online platform with custom content, Google maps integration, and currency conversion.

Content Management | Responsive Design | API Integration | Scalability

Outcomes

Enhanced User Experience

- Developed a responsive and mobile-friendly interface to ensure accessibility across all devices.

Data-Driven Insights

- Provided real-time currency conversion and analytics to enhance user decision-making.

Optimized Performance and Scalability

- Handled high traffic efficiently without performance bottlenecks.

Solutioning

Challenges

- Ensuring the platform can handle a large volume of users without slowdowns or crashes.
- Incorporating an accurate, real-time location-based service for users.
- Providing users with real-time currency conversion for travel-related information.

Technical Spotlight

- Used MySQL 5.0 with optimized indexing, caching, and load balancing techniques to improve database performance.
- Integrated Google Maps API with Drupal for enabling interactive location-based content.
- Utilized Google API to fetch and display updated exchange rates dynamically.

Solution Highlights

- Ensured faster page loads, improved database efficiency, and seamless performance during peak traffic.
- Enhanced navigation, improved user engagement, and ensured seamless mapping functionality.
- Provided accurate and up-to-date currency information, improving user convenience and decision-making.

Tech Stack

THE LATEST DESTINATIONS HOTELS & HOMESTAYS FOOD & DRINK PEOPLE & CULTURE MINDFUL TRAVEL MORE SUBSCRIBE NEWSLETTER

FOOD AND DRINK

Back in a new avatar, this classic Juhu restaurant now serves risotto as a cocktail

Mezzo Mezzo at the JW Marriott Mumbai Juhu promises fun takes on Mediterranean flavours across food and drinks along with a side of sunsets by the sea

BY MALAVIKA BHATTACHARYA

HOTELS & HOMESTAYS

The best spas in Thailand

The most effective addresses in the country

BY CONDÉ NAST TRAVELLER

HOTELS & HOMESTAYS

At this homestay in Nainital, your fellow guests are oaks, mountains and pahadi dogs

Bir terraces offers a truly quiet hill station escape in a secluded Uttarakhand village

BY ARUNDHATI AIL

DESTINATIONS

Where is 'The White Lotus' filmed?

THE LATEST

What is SSSS on your boarding pass? Everything to know about the mysterious

A Global Company Specializing in Fashion, Beauty, And Lifestyle Content

Built an intuitive website with custom content, slide-shows, and ads.

Social Media Integration | Content Management | Performance Optimization | UI/UX

Outcomes

Improved Ad Targeting

- Enabled conditional advertisements to display relevant ads based on user interactions, increasing ad effectiveness.

Scalable Performance

- Optimized database management and infrastructure to handle high traffic efficiently without compromising performance.

Interactive Multimedia Experience

- Integrated slideshows and high-quality visuals to create an engaging and visually appealing user experience.

Solutioning

Challenges

- Enabling users to engage with and share content on social media platforms.
- Allowing users to quickly find relevant content among thousands of articles, photos, and videos.
- Displaying relevant advertisements based on user behavior and content type.

Technical Spotlight

- Integrated Facebook API to allow content sharing and real-time social media engagement.
- Developed an advanced search function in Drupal, leveraging MySQL 5.0 for optimized database indexing.
- Implemented conditional advertisements in Drupal with jQuery for dynamic ad placements.

Solution Highlights

- Increased reach, improved user interaction, and achieved higher social media-driven traffic.
- Improved content discoverability, enhanced user experience, and enabled faster search results.
- Increased ad effectiveness, achieved higher engagement rates, and improved monetization.

Tech Stack

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FASHION BEAUTY CULTURE SHOPPING HOROSCOPE WEDDINGS VIDEO VOGUE BEAUTY FESTIVAL

Shopping

A one-stop-shop of editor approved buys.

ALL TOPICS VALENTINE'S DAY

The Jan-Feb issue is here! Get 45% OFF the Vogue Annual Print subscription for ~~Rs 1800~~ Rs 999. SUBSCRIBE NOW

A Well-Known International Men's Fashion And Lifestyle Magazine

Built a digital magazine platform with customized content and smooth workflows.

Personalization | Social Media Integration | Traffic Optimization | Cross-platform Compatibility

Outcomes

Interactive Media Experience

- Integrated slideshows and dynamic content elements, enhancing user engagement and visual storytelling.

Optimized Content Management

- Implemented customized content types and workflows, enabling efficient publishing and seamless editorial control.

Cross-Platform Accessibility

- Designed a fully responsive interface, providing a consistent experience across devices and screen sizes.

Solutioning

Challenges

- Enabling users to quickly find relevant content among articles, images, and videos.
- Streamlining content approval and scheduling for a high-volume editorial team.
- Managing diverse content types, including articles, slideshows, blogs, and ads with seamless integration.

Technical Spotlight

- Implemented MySQL full-text search and custom filtering mechanisms in Drupal to enhance search functionality.
- Configured Drupal's custom workflows to automate editorial processes.
- Utilized Drupal's modular architecture to create customizable content types and workflows.

Solution Highlights

- Ensured faster content discovery, enhanced user experience, and higher engagement.
- Improved editorial efficiency, and reduced manual effort.
- Enabled efficient editorial control, improved content organization, and flexible content management.

Tech Stack

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Get Smart

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By Sanjana Ray
20 February 2025

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9 skill-based apps you need to download to level up your career in 2025

By Saloni Dhruv
20 February 2025

Get Smart

Cristiano Ronaldo tops the list of highest-paid athletes in 2024. Check out the footballer's wealth sources

By Umaima Saeed
14 February 2025

An International Streaming Platform For Movies, TV Shows, and Music

Developed a cloud-based subscription platform with seamless payment integration.

Cross-platform Support | User Authentication | Payment Integration | Scalability

Outcomes

Optimized Streaming Experience

- Implemented efficient media delivery and real-time processing, ensuring seamless playback across multiple platforms.

Scalable Infrastructure

- Utilized cloud-based data management and high-traffic handling capabilities to support a growing user base.

Secure Transactions

- Integrated robust authentication and payment gateways to enhance security and user trust.

Solutioning

Challenges

- Handling millions of concurrent users streaming content without performance degradation.
- Delivering high-quality video content with minimal buffering across multiple platforms.
- Safeguarding sensitive user data and transactions from cyber threats.

Technical Spotlight

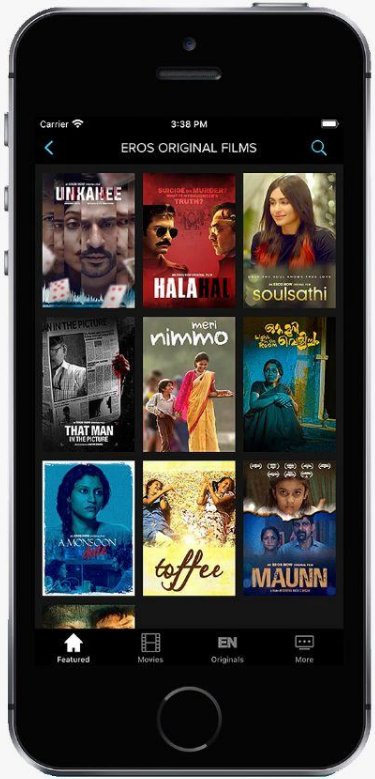
- Used RabbitMQ and PostgreSQL for distributed messaging and load management.
- Integrated Firebase Media Player and Retrofit for adaptive streaming and real-time optimization.
- Implemented Firebase Authentication for secure logins and Braintree for encrypted payment processing.

Solution Highlights

- Ensured smooth streaming and offered scalability for a growing user base.
- Enhanced playback experience, sped up load times, and enabled cross-device streaming.
- Strengthened security, prevented unauthorized access, and ensured seamless, safe transactions.

Tech Stack

php MySQL python Core Java PostgreSQL Azure SQLite django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HALAHAL
soulsathi
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THAT MAN IN THE PICTURE
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MAUNN
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More

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AN EROS NOW ORIGINAL SERIES
FLESH
#HumansForSale
STREAMING NOW
2020
Episode 2
Radha's career is on stake. Zoya goes missing and finds herself in the ruthless world of flesh trade.
RESUME
EPISODES
TRAILERS AND MORE
NEW
Episode 1
Featured
Movies
EN
Originals
More

Carrier
3:20 PM
MOVIE DETAIL
SUICIDE or MURDER? WHAT IS MY DAUGHTER'S DEATH? TRUTH?
HALAHAL
STREAMING NOW
Halahal
2020 | 97 min | Hindi
Overview
The Murder of a college girl faked as a suicide takes Dr. Shiv on a journey to dig the truth on his daughter s death.
and 71 others favourited this movie.
TRAILER
FAVOURITE
WATCHLIST
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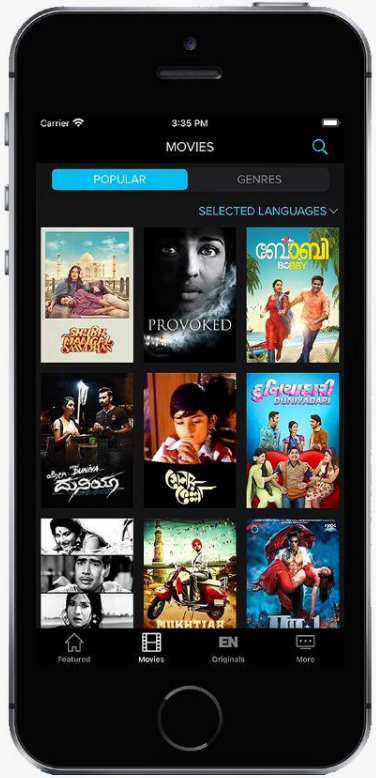
Cast
Barun Sobti, Sachin Khedekar
Director
Randeep Jha
Music
Sageesh Bhandhari, Naman Adhikari, Abhinav Sharma, Arjun Bhaybhang
Featured
Movies
EN
Originals
More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A Renowned Indian Finance and Business News Publication

Built a dynamic portal with subscriptions, live sessions, content filtering, and secure payments.

Real-time Data Processing | Third-Party API Integration | Secure Transactions | Scalability

Outcomes

Personalized Content Delivery

- Leveraged data analytics and AI-driven recommendations to provide users with relevant news, videos, and offers.

Multi-Platform Compatibility

- Developed responsive web and mobile applications for a seamless experience across devices and operating systems.

Secure and Seamless Transactions

- Integrated multiple payment gateways with encryption and fraud detection, ensuring safe and efficient transactions.

Solutioning

Challenges

- Managing large amounts of user data, transactions, and real-time updates without affecting system performance.
- Ensuring seamless and secure transactions across multiple payment gateways.
- Enabling real-time notifications, updates, and interactions for better user engagement.

Technical Spotlight

- Used MySQL 5.0, MongoDB, and Amazon DynamoDB with optimized indexing, normalization, and caching strategies.
- Integrated Bill Desk, CCAvenue, Paytm, and RazorPay with encryption protocols and fraud detection mechanisms.
- Made use of Google API, Facebook API, Twitter API, and Firebase Platform for instant data synchronization.

Solution Highlights

- Improved database performance with reduced redundancy for real-time operations.
- Provided secure and reliable payment processing, enhancing user trust.
- Enabled faster content delivery, real-time social media interactions, and better user engagement.

Tech Stack

TS JS Google Analytics php MySQL redis Razorpay API facebook Paytm

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Sensex, India's financial barometer BSE

Sensex	Nifty	Nifty Midcap	Nifty Smallcap	Nifty Bank
(0.20%)	(-0.03%)	(-0.62%)	(-0.42%)	(-0.09%)
74602.12 + 147.71	22547.55 -5.80	49702.15 -310.95	7429.70 -31.70	48608.35 -43.60

Heatmap

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