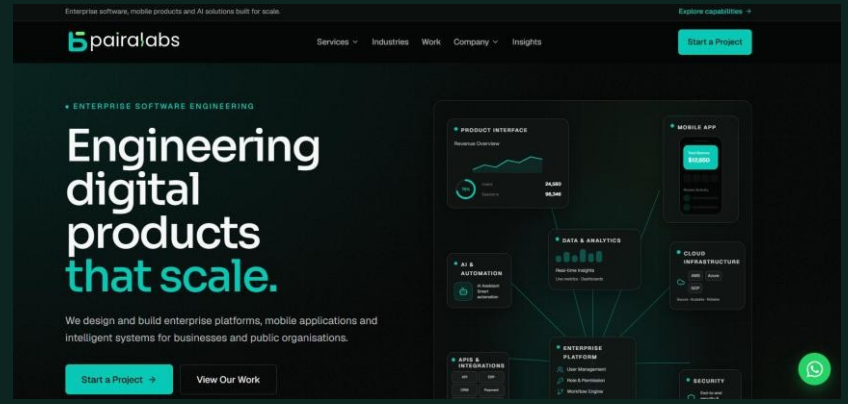
pairalabs

PRODUCT ENGINEERING · AUTOMATION · DIGITAL TRANSFORMATION · GROWTH

Engineering Digital Products. Automating Businesses. Enabling Growth.

We design, engineer and take to market scalable digital products, platforms and business systems that simplify operations, connect people and create measurable business value.



25+
Certified Experts

100%
Project Delivery Success

20+
Complex Systems Built & Scaled

5+
Years of Product Development

COMPANY PROFILE · 2026

ABOUT US

We Build Digital Products That Move Businesses Forward.

PairaLabs Technologies is an enterprise technology and product engineering company. We build scalable digital products that simplify operations, automate workflows and improve customer engagement — and we help take them to market through growth strategy, digital marketing and branding.

Product Engineering

From concept and UX to architecture, development, integration and launch.

Business Automation

Replacing manual processes with connected workflows and intelligent systems.

Digital Transformation

Modernizing legacy processes with scalable platforms for enterprise and public sector.

Growth & Marketing

Go-to-market strategy, performance marketing and branding that drive growth.

BY THE NUMBERS

25+

Certified Experts

20+

Complex Systems Built & Scaled

5+

Years of Product Development

100%

Project Delivery Success

"We don't just build software. We build technology around the way businesses actually work."

OUR CORE SERVICES

From Product Build to Market Growth.

Four service lines that take a business from idea, to engineered product, to measurable growth.

01

Technology & Product Engineering

Enterprise, SaaS, web and mobile products engineered for scale.

- Enterprise & SaaS development
- Web & mobile applications
- AI & business automation
- Cloud & API integration

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02

Go-To-Market & Growth Strategy

Plans that take products to market and turn them into scalable growth.

- Market entry strategy
- GTM planning
- Customer acquisition frameworks
- Demand generation
- Growth roadmaps

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03

Digital Marketing & Performance

Search, social and paid media campaigns focused on measurable ROI.

- Performance marketing
- SEO
- Social media management
- Paid media campaigns
- Content strategy
- Lead generation

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04

Branding & Creative

Brand and creative work that sharpens positioning and communication.

- Brand strategy
- Visual identity
- Marketing collateral
- Content design
- Creative campaigns

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SERVICE 01 · TECHNOLOGY & PRODUCT ENGINEERING

From Ideas to Scalable Digital Platforms.

We combine product strategy, design, engineering and automation to build digital solutions around real business needs.

01

Enterprise Application Development

Complex business applications built around workflows, users, permissions and integrations.

02

SaaS & Product Engineering

End-to-end product development, from concept and UX to deployment and enhancement.

03

Web & Mobile Applications

Responsive web platforms and mobile experiences designed for performance and scale.

04

AI & Business Automation

AI-enabled workflows, intelligent assistants and data-driven systems that reduce manual effort.

05

E-Commerce & Marketplace

Customer-facing commerce, multi-vendor ecosystems, payments and fulfilment workflows.

06

Customer Engagement Platforms

CRM, WhatsApp, campaign, support and customer-growth solutions.

07

Cloud & API Integration

Secure integrations, third-party APIs, payment gateways and cloud infrastructure.

08

Government & Large-Scale Platforms

High-volume citizen platforms, verification workflows and secure public services.

SERVICE 02 · GO-TO-MARKET & GROWTH

Take Products to Market. Scale What Works.

We help businesses enter new markets, launch with clarity and build repeatable growth — with strategy that stays aligned with business objectives.

HOW WE ENGAGE

Research · Position · Plan · Launch · Scale

WHAT YOU GET

- Market and competitor insight for entry decisions
- A go-to-market plan with clear positioning and channels
- Customer acquisition and demand playbooks
- A growth roadmap with measurable milestones

Market Entry Strategy

Market and competitor analysis to choose where and how to enter.

GTM Planning

Positioning, pricing, channel and launch plans aligned to goals.

Customer Acquisition Frameworks

Repeatable playbooks to attract, convert and onboard customers.

Demand Generation

Programs that build awareness and a pipeline of qualified demand.

Scalable Growth Roadmaps

Prioritized, measurable roadmaps that scale with the business.

SERVICE 03 · DIGITAL MARKETING & PERFORMANCE

Campaigns Built for Measurable ROI.

Performance-led marketing across search, social and paid media — tracked against clear business outcomes.

REACH → ENGAGE → CONVERT → MEASURE → OPTIMIZE

Performance Marketing

Full-funnel campaigns planned, tracked and optimized against clear ROI targets.

Search Engine Optimization

Technical, on-page and content SEO that grows qualified organic traffic.

Social Media Management

A consistent, on-brand presence and community engagement across key platforms.

Paid Media Campaigns

Search, social and display campaigns with disciplined budget and bid management.

Content Strategy

Content plans and calendars that support search, social and sales goals.

Lead Generation Programs

Landing pages, offers and nurture flows that turn traffic into qualified leads.

Every campaign is reported against measurable outcomes — leads, conversions and return on spend.

SERVICE 04 · BRANDING & CREATIVE

Brands That Stand Out and Speak Clearly.

We shape how a business looks, sounds and shows up — from brand strategy and visual identity to the collateral and campaigns that carry it to market.

WHAT IT DELIVERS

- **01** Clear brand positioning
- **02** A consistent visual language
- **03** Communication that connects



01

Brand Strategy

Positioning, messaging and brand architecture rooted in business goals.



02

Visual Identity

Logos, colour, typography and brand guidelines that work everywhere.



03

Marketing Collateral

Brochures, presentations, sales kits and print-ready material.



04

Content Design

Social, web and campaign creatives designed for each channel.



05

Creative Campaigns

Concept-led campaigns that strengthen brand positioning and communication.

HOW WE BUILD

Design-Led Engineering.

Great software isn't only about technology — it's about understanding the people, processes and problems behind it. We combine design thinking with engineering precision to build products that are intuitive, scalable and built for real-world use.

ENGINEERING PRINCIPLES

- User-first
- Scalable
- Secure
- Integration-ready
- Future-ready

1. **Understand**
   Business goals, users, workflows and operational challenges.
2. **Design**
   Clear UX, intuitive interfaces and product journeys.
3. **Engineer**
   Scalable architecture, robust APIs and reliable systems.
4. **Integrate**
   Connect platforms, data, payments and third-party services.
5. **Launch & Evolve**
   Deploy, monitor, improve and continuously enhance.

FLAGSHIP PROJECT

HYNEST — End-to-End Service Booking Platform

A complete digital ecosystem for discovering, booking and managing professional home and commercial services through one seamless experience.

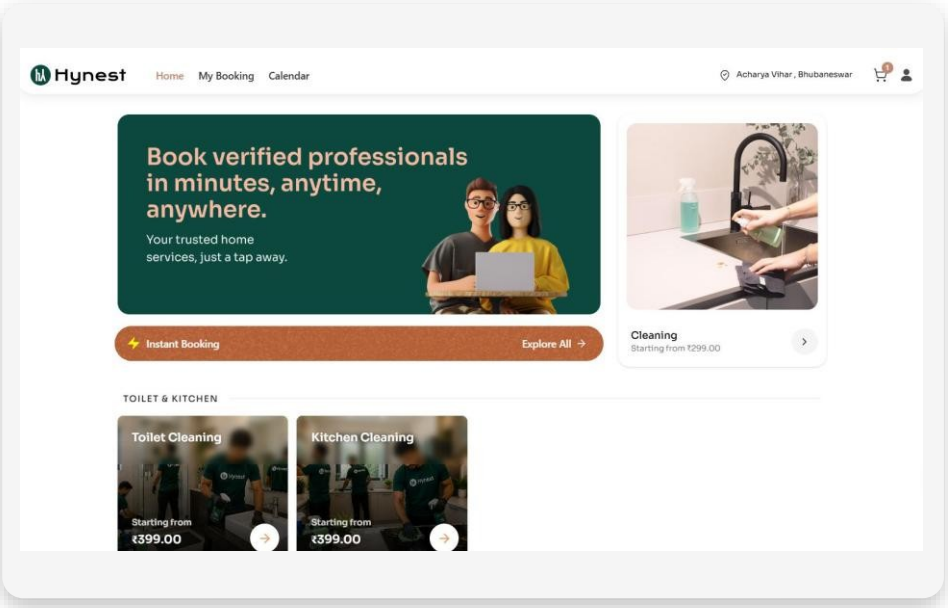
Discover | Select | Schedule | Pay | Track | Complete

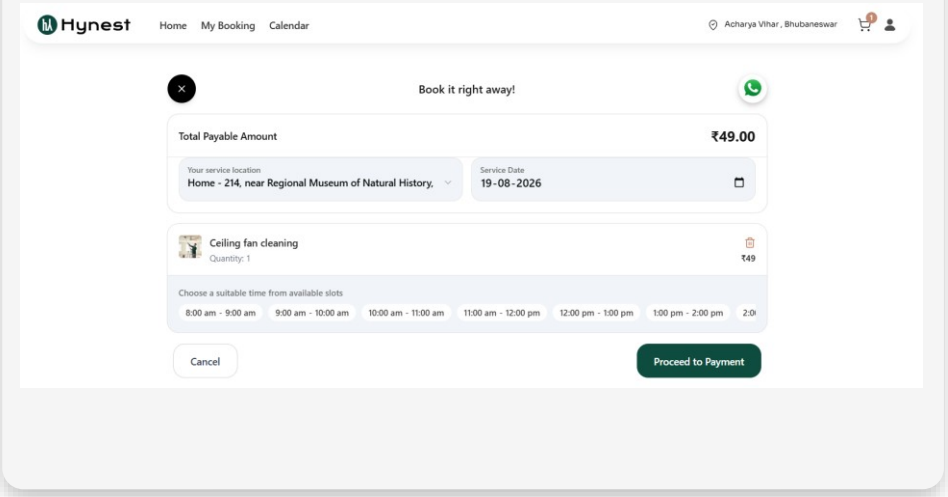
Customer Application

- Service discovery & selection
- Booking & scheduling
- Online payments
- Service tracking & history

Operations Platform

- Service & pricing management
- Staff assignment
- Location & customer management
- Operational administration





Platform: Android · iOS · Web/Admin · APIs · Cloud Infrastructure

PRODUCT

COLLIZO — Turn Customer Data Into Customer Growth.

A unified customer growth and engagement platform that helps businesses understand, engage, support and retain customers from one centralized system.

CUSTOMER DATA → SEGMENTATION → CAMPAIGNS → WHATSAPP / EMAIL → SUPPORT → ANALYTICS → GROWTH

Customer Segmentation

Understand customers and create targeted groups.

Campaign Management

Plan and execute customer communication campaigns.

WhatsApp & Communication

Connect with customers on the channels they already use.

Support & Ticketing

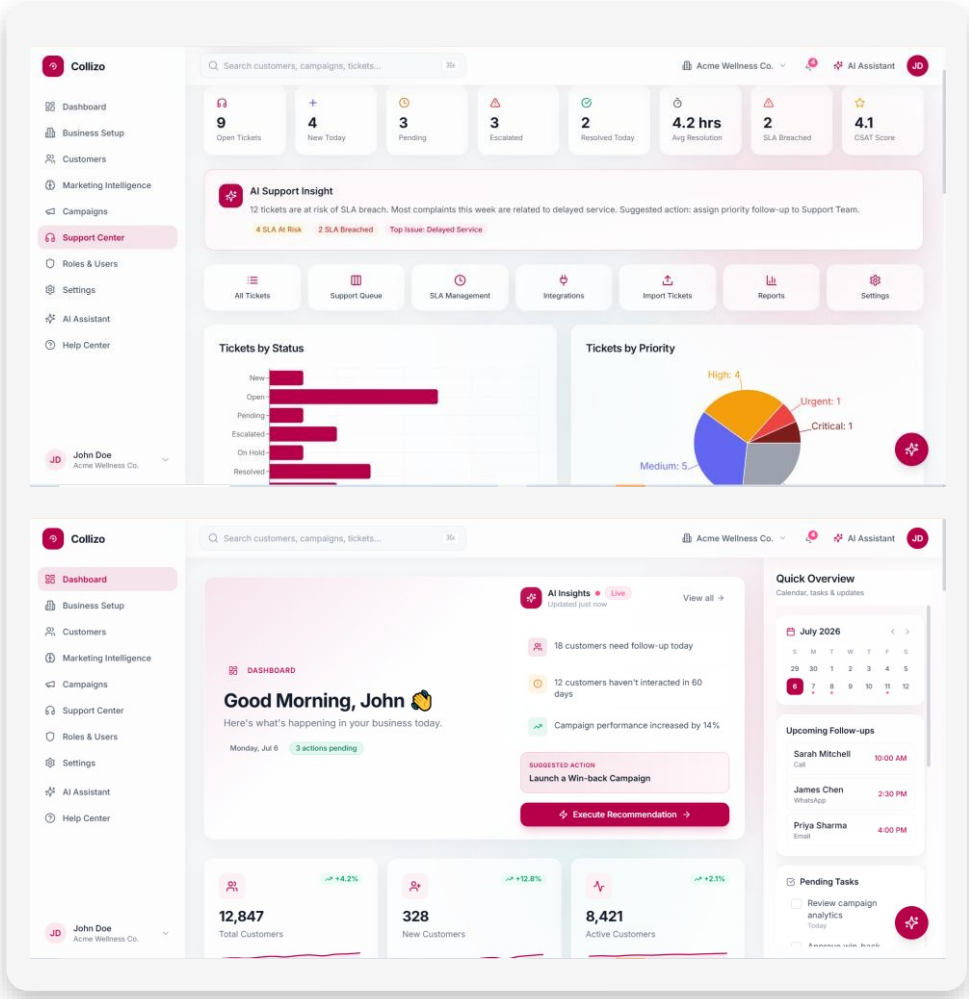
Manage customer issues and service interactions.

AI Assistance

Support teams with intelligent, automated workflows.

Roles & Permissions

Keep access and operations controlled across teams.



PRODUCT

PRINTZOE — Intelligent Web-to-Print & Automation Platform

Connects online product customization, e-commerce and print production into one intelligent workflow — from an idea on screen to a product ready for print.

Design Experience

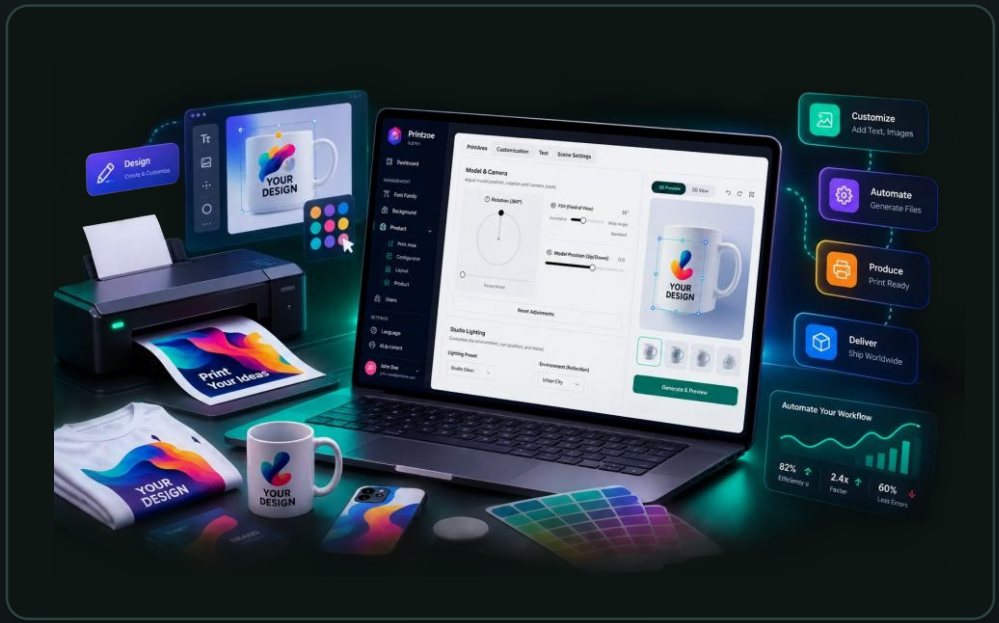
- Text & artwork editor
- Real-time preview & mockups
- Design variations & templates

Print Automation

- Artwork validation & preflight
- Production file generation
- Approval workflows

Enterprise Capabilities

- Dynamic, material-based pricing
- ERP synchronization
- Bulk & batch order workflows



Commerce Integrations: Shopify · WooCommerce · Magento · APIs

Less manual intervention. Fewer production errors. A smarter path from order to fulfilment.

CONFIDENTIAL ENTERPRISE CASE STUDY

One Commerce Infrastructure. Multiple Businesses.

A scalable marketplace ecosystem that lets multiple vendors manage products, storefronts, orders, payments and customer interactions on one unified commerce platform.

Onboard | Verify | Sell | Fulfil | Grow

Vendor Management

Onboarding, KYC, storefronts & catalog management.

Commerce

Cart, checkout, payments, payouts & shipping integration.

Customer Experience

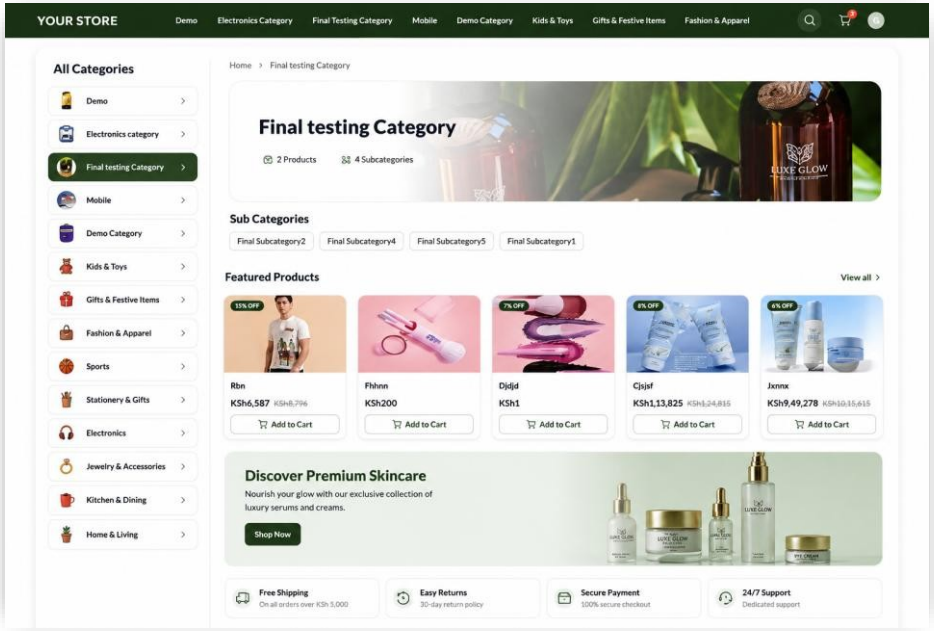
Ratings, reviews, social/reels commerce & discovery.

Administration

Centralized analytics, vendor & operational monitoring.

Platform: Web · Android · iOS · Vendor Platform · Admin Platform





PRODUCTS

Learning & Knowledge Platforms.

Two connected ways to learn, discover and manage knowledge.

LMS — Structured Learning

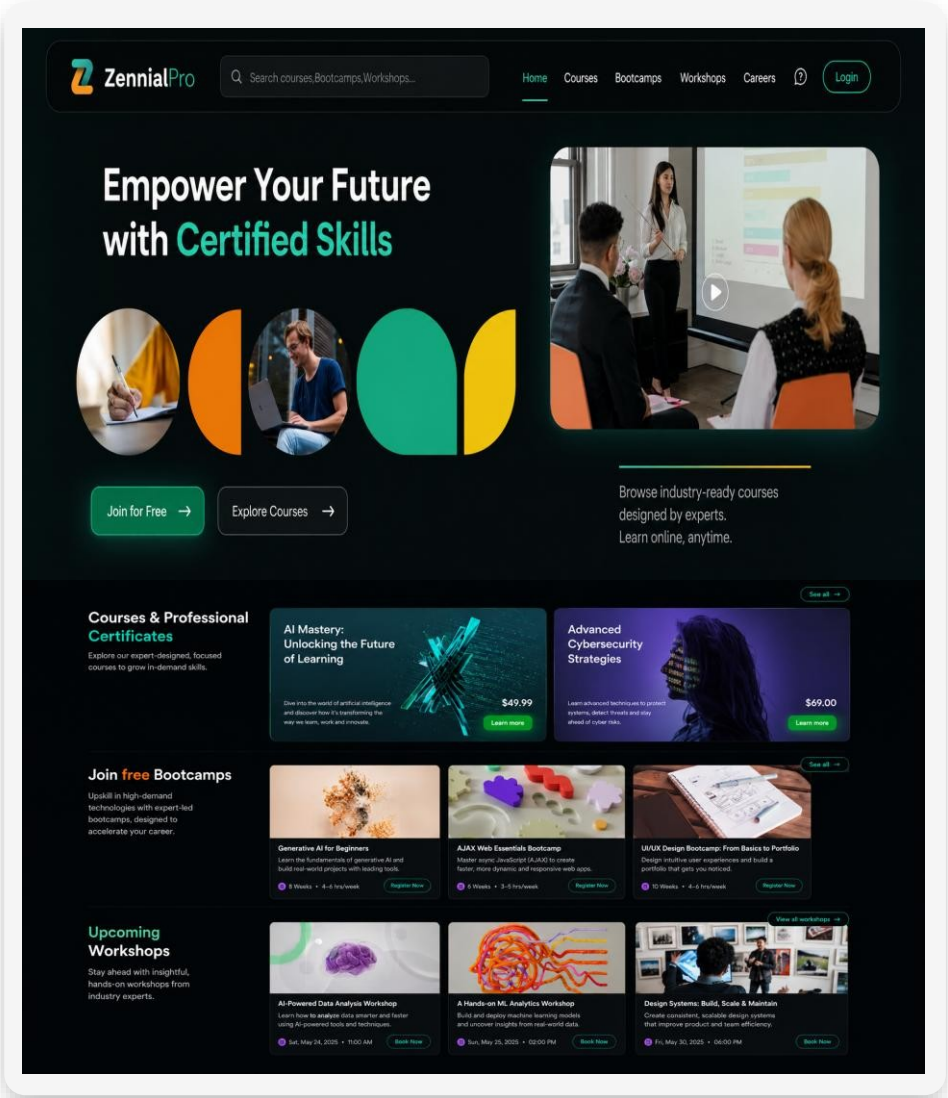
Course management · Assessments · Progress tracking · Certifications · Role-based learning paths

Intelligent Learning: AI Tutor Assistant · Smart Content Delivery · Live Quiz Scoring · Gamified Certification

Digital Library — Knowledge, Organized & Accessible

Digital resources · Search & discovery · Categorization · Access control · Online/offline learning

Designed for: Government · Educational Institutions · Corporate Learning



From structured learning to searchable knowledge — one digital ecosystem for modern education.

PRODUCTS

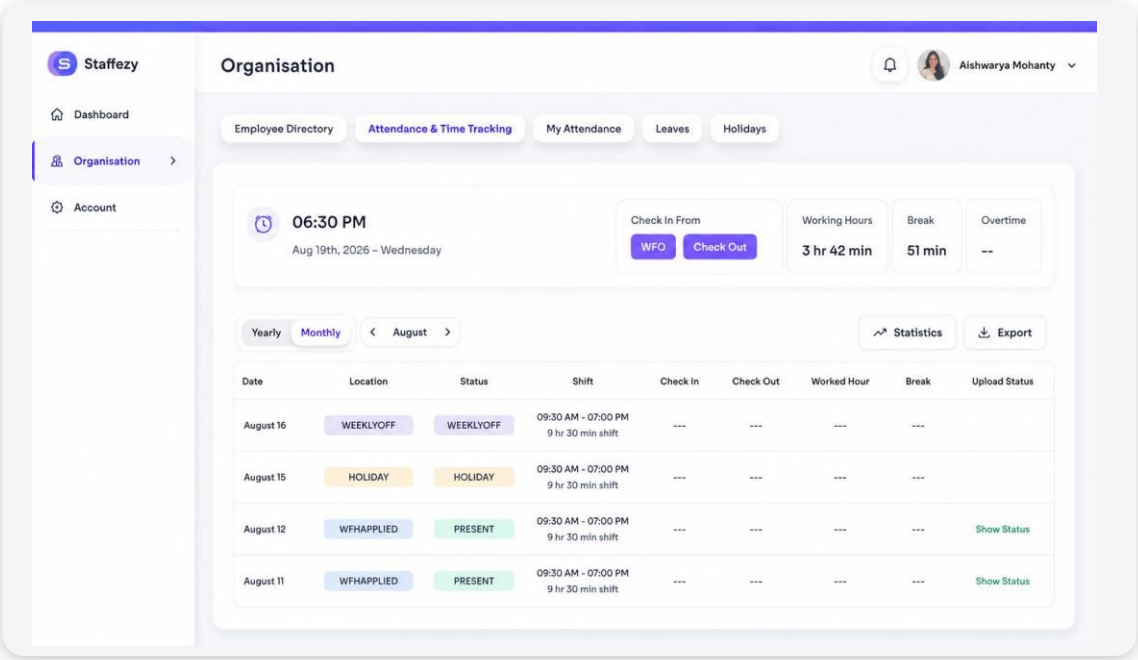
Workforce & Personal-Data Platforms.

STAFFEZY

From Employee Onboarding to Payroll.

A centralized HR automation platform for employee administration, attendance, leave, payroll and workforce operations.

Recruit → Onboard → Attend → Leave → Payroll → Performance → Reports

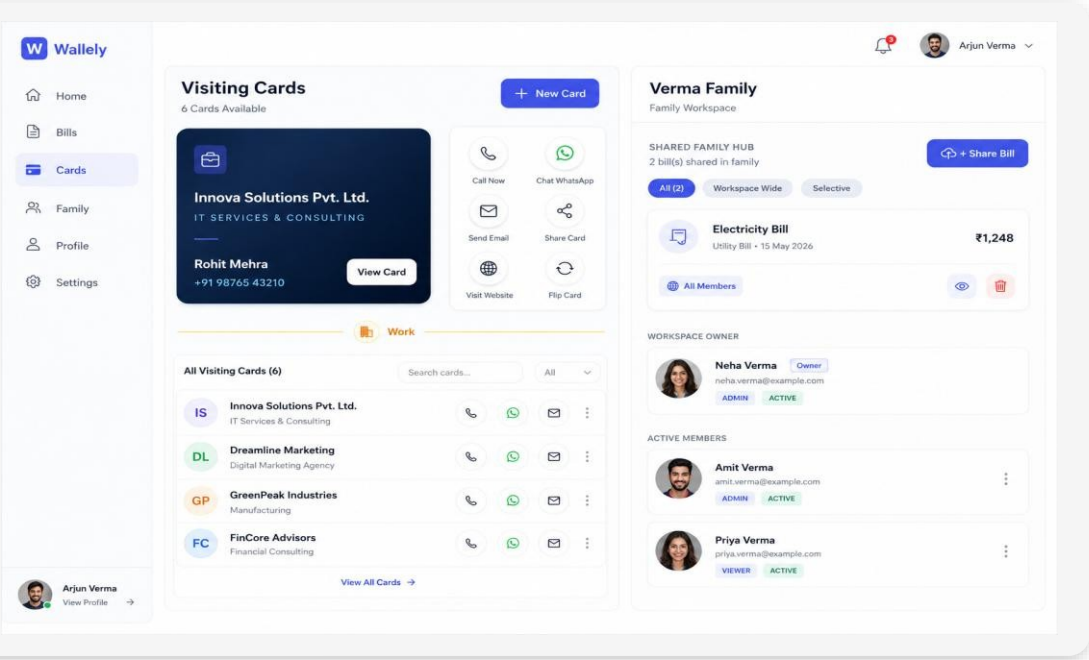


WALLELY

Your Documents. Your Contacts. Your Digital Information.

Turns everyday documents and professional contacts into searchable, structured digital information — a bill vault plus digital visiting cards.

Store & categorize documents · Warranty records · QR-based digital visiting cards



ENTERPRISE & PUBLIC SECTOR

Building Technology for Scale.

PairaLabs builds secure, high-volume digital platforms for organizations where reliability, scale and operational efficiency matter.

Citizen Platforms

High-volume citizen-facing applications and digital service portals.

Beneficiary & Scheme Platforms

Digital systems supporting scheme management and benefit workflows.

Verification Workflows

Role-based, high-volume verification systems.

Government Workflow Digitization

Modernizing manual processes through connected digital workflows.

Secure Integrations

API-driven integrations with government and enterprise ecosystems.

High-Concurrency Architecture

Systems designed for large user volumes and demanding workloads.

Public-sector integration capabilities: Aadhaar · eSign · DigiLocker · WhatsApp · IVR · Secure APIs (where approved and applicable)

BANKING & BFSI SOLUTIONS

Secure Identity and Payment Workflows for Banks.

Identity, signing and payment-file modules for banking platforms, built to each bank's integration needs.

VERIFY → AUTHENTICATE → SIGN → PROTECT → PAY

01

eKYC

Aadhaar-based e-KYC for customer onboarding, using OTP or biometric authentication.

02

Iris Authentication

Aadhaar authentication through registered iris devices, at the branch or in the field.

03

Fingerprint Authentication

Aadhaar authentication through registered fingerprint devices at branches and service points.

04

Digital Signature

Digital signing of forms and documents, built into the bank's own workflow.

05

Aadhaar Vault

Aadhaar numbers stored with reference keys in a separate, secured vault.

06

Payment File Generation

Payment files in each bank's format for bulk payouts, generated from source systems.

BANKING INTEGRATIONS

UCO Bank | Punjab National Bank | Indian Overseas Bank | State Bank of India | Canara Bank | Bank of Baroda

AI CAPABILITY

AI Capabilities We Bring to Products.

Practical AI features we design and integrate into business platforms, matched to the workflow rather than added for show.

01

Smart Content Recommendations

Personalised content suggestions based on each user's progress and activity.

Applies to: Learning & knowledge platforms

02

AI Chat & WhatsApp Assistance

AI-assisted replies to customer queries over chat and WhatsApp.

Applies to: Customer engagement

03

AI Design & Text Generation

Generated text and design suggestions for customisable products.

Applies to: Web-to-print & e-commerce

04

LLM Integration

OpenAI and Gemini APIs integrated into business applications.

Applies to: Enterprise & SaaS apps

05

Document OCR & Data Extraction

Reading scanned documents and turning them into structured data.

Applies to: Operations & back-office

06

Responsible AI Approach

AI used only where it fits the workflow, with data privacy, human review and API cost control.

Applies to: Every AI engagement

HOW WE ADD AI

Identify Use Case → Integrate → Test → Launch → Monitor

TECHNOLOGY

Modern Engineering. Built for Performance.

We select technology around the product — not the other way around.

FRONTEND

React · Angular · Next.js · Vue

MOBILE

React Native · iOS · Android

BACKEND & APIS

Java · Node.js · Python · PHP · Spring Boot · REST · GraphQL

DATA

PostgreSQL · MySQL · Redis · MongoDB

AI & DATA ENGINEERING

OpenAI APIs · LangChain · TensorFlow · PyTorch · Hugging Face

CLOUD & DEVOPS

AWS · Azure · GCP · Docker · Kubernetes · CI/CD

COMMERCE & INTEGRATIONS

Shopify · Magento · WooCommerce · WhatsApp · Payment Gateways

ENGINEERING MODELS

MERN · MEAN · JAMstack · Serverless · API-first · Cloud-native

WHY PAIRALABS

We Don't Just Build Software. We Build Digital Businesses.

01

Product Thinking

From concept and UX through engineering, launch and continuous improvement.

02

Enterprise Engineering

Architecture designed for complex workflows, integrations, security and scale.

03

Automation First

Reducing manual work through connected workflows and AI-enabled systems.

04

Industry Experience

Commerce · Government · Services · HR · Education · Printing · Healthcare.

05

Design-Led Engineering

User experience drives decisions from design through implementation.

06

Long-Term Partnership

Beyond launch: ongoing engineering, enhancement, go-to-market and marketing support.

pairalabs

Elegance above.
Engineering below.

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