oathDevs

OUR APPROACH THINK HARD DEPLOY EARLY VERIFY SHIP

WE BUILD WHAT USED TO TAKE A TEAM.

CAPABILITY PORTFOLIO
MASTER EDITION · AUGUST 2026

CUSTOM SOFTWARE · WEBSITES & STOREFRONTS
AI AUTOMATION · 3D & IMMERSIVE

FOURTEEN CLIENT BUILDS.
FIVE PRODUCTS OF OUR OWN.
EVERY ONE OF THEM LIVE.

NEW DELHI, INDIA
WORKING WITH CLIENTS ACROSS
INDIA, THE US, THE UK AND CANADA

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WE BUILD WHAT USED TO TAKE A TEAM.

DESIGN. ENGINEERING. AI.

ONE SMALL TEAM, IN ONE ROOM, ACCOUNTABLE FOR ALL THREE.

WHAT oathDevs IS

A catalogue shoot needed a photographer, a director, models and a location. Selling a flat needed a site visit. Coaching every member needed a coach for every member. Keeping an operation coordinated needed people hired to keep it coordinated.

Each of those used to be a team. Each of them is now something we have replaced with software, built specifically for the business that needed it. That is not a prediction about where things are heading. It is what is already in this document.

oathDevs is a small, senior studio built around that fact from the start. Design and engineering sit together rather than in two different companies, and AI is how the work gets done rather than a feature added at the end. The person who takes your brief designs it. The person beside them builds it. Nothing gets relayed through anybody.

In practice that means you are looking at something working while most firms are still writing a proposal. Scope gets argued about on a screen instead of in a document, and that is a much shorter argument.

We are opinionated, and we would rather be useful than agreeable. You know your market, your customers and where the money leaks. We know how to build the thing that stops it. If we think you are asking for the wrong thing you will hear that before you pay for it – and sometimes the honest answer is that a tool you can already buy solves it.

Fourteen client builds and five products of our own are documented here. All of them are live.

WHO THIS IS FOR

Founders and teams who have outgrown spreadsheets, agencies and tools that almost fit. Businesses with a process that costs money and nobody has measured. Brands whose website is the credibility test. Developers and firms who need to show something that does not physically exist yet.

REACH US

contact@oathdevs.com · +91 98731 68396
Best Business Park, Netaji Subhash Place, New Delhi 110034

WHERE OUR WORK SITS

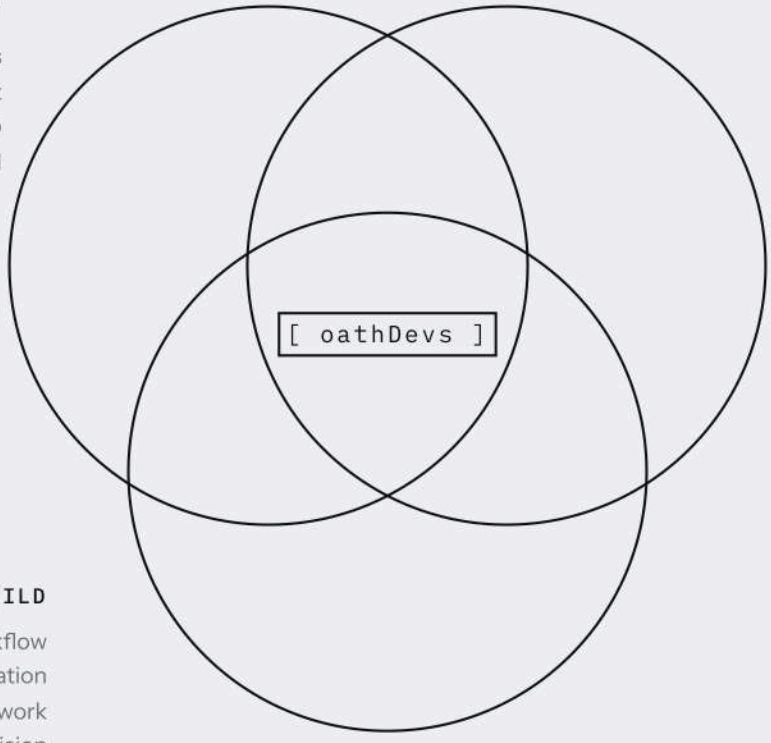
Most studios live inside one of three circles. The work we get hired for lives where all three overlap, and that overlap is thinly populated.

DESIGN & BRAND CRAFT

Editorial websites
Storefronts that convert
Work a founder is proud to send

SOFTWARE ENGINEERING

Custom platforms and CRMs
Internal tools and automation
Systems you own outright



AI-NATIVE BUILD

AI agents and workflow automation
Generative production work
Forecasting and decision systems

A studio with design but no engineering makes something beautiful you cannot run. Engineering without design makes something that works and that nobody wants to look at. Either of those with AI added at the end makes a feature, not a system. The reason the projects in this document look the way they do and also hold up under real use is that none of the three was subcontracted.

WHERE WE SIT

The people who pitch are the people who build. Design and engineering are in the same room, so neither gets bolted on afterwards. The work is custom, so it fits how you actually operate, and you own all of it at the end.

The trade-off is real, and we would rather say it than have you find it out. We take on a small number of projects at a time, and we are not the cheapest answer in the room. If what you need is a five-page brochure site by next week, a template shop will serve you better, and we will say so rather than take the work.

FOUR QUESTIONS WORTH ASKING ANYONE WHO PITCHES YOU

01 What happens when I need something the template does not do?

02 Is the person in this meeting writing the code? Name them.

03 Who owns how this looks - and show me their work.

04 If I leave in two years, what do I walk away with?

Our own answers, for the record: it gets built, because nothing here starts from a template. Yes - there are two founders and both are in the room. Design is led by a founder, and the work is in this document. And you walk away with all of it: code, accounts, infrastructure. No exit fee, and no permission needed.

WHAT IS IN THIS DOCUMENT

Fourteen client builds. Five products of our own. Fourteen industries.

SECTION 01 — CLIENT BUILDS

Real estate
Live events
Corporate finance
Sales organisations
Industrial manufacturing
D2C fashion
D2C lifestyle commerce
B2B professional services
Investment and financial services
D2C e-commerce
Events and entertainment

SECTION 02 — PRODUCTS WE BUILT OURSELVES

Grocery and quick commerce
Fitness and wellness
Certification and compliance
IT operations
Sales and marketing

Several builds appear without the client's name. That is deliberate, and the reason is in WHAT WE SAY NO TO.

WHO WE ARE

oathDevs is a small, senior AI and software studio in New Delhi, founded in early 2026 by Apram Lamba and Avneesh Gupta. Nineteen builds across fourteen industries since - fourteen for clients, five of our own.

We both came from technical backgrounds and neither of us ever stopped being interested in where the technology was actually going. When AI started moving seriously, we did what we had always done - read the papers, pulled apart each model and tool as it launched, and built things with them to find out what they could really do rather than what the announcements claimed. That stopped being a side interest fairly quickly. oathDevs came out of it.

APRAM LAMBA

AI EXPERT, DESIGN LEAD AND CLIENT RELATIONSHIPS



Owns design and the client relationship end to end, so the person you brief is the person accountable for what you get. Ideas are his half of the studio - new products, and routes through problems that have no known answer. What makes them worth anything is that he builds them: he has shipped AI tools, machine-learning models, real-time 3D and full applications himself, using AI the way this studio tells clients to use it.

He sets what a product does and how it should feel to use it. Avneesh runs the production engineering alongside him, and that is how two people ship at the pace this studio does.

Before this he spent eight years building and running Paradigm, an events company that brought big international artists to India - Russ, Diplo and Wiz Khalifa among them - and ran their shows on the ground across Delhi, Chandigarh, Jaipur and Goa, at crowds of ten to fifteen thousand people.

That run came to more than 500 events - over 25 music festivals, alongside college festivals and brand shows. Across 2023 and 2024 that included holding the main stage at Royal Enfield Motoverse in Goa - all programming and stage management for the three-day festival.

That work teaches you to run something large and complicated to a fixed public date, with no second attempt available. Software delivery turns out to be a similar discipline.

AVNEESH GUPTA

TECHNICAL LEAD



Ex-Adobe and TCS. Owns the engineering: architecture, build quality and the decision about what is worth building in the first place.

Avneesh came up through infrastructure and automation before he built anything of his own. At Adobe he worked on the internal cloud, handling environment and deployment issues for teams across the business. At TCS he moved into RPA, automating repetitive back-office work on the H&M and Sanofi accounts. That is where the pattern he now builds around first became obvious: most of what a company calls process is repetitive work nobody has ever costed.

Around the two of us is a small in-house team of engineers and designers. It stays small deliberately - it is the size at which everyone knows every project and nothing gets handed to someone who was not in the room.

We work out of Best Business Park, Netaji Subhash Place, New Delhi, with network partners across the UK, US, Canada, Dubai, Germany, Switzerland and Hong Kong.

HOW WE THINK

Most companies don't have a software problem. They have a process problem that nobody has ever measured - work spread across spreadsheets, WhatsApp, email and a tool that almost fits.

EACH ROW BELOW USED TO BE A TEAM. NOW IT'S SOFTWARE WE'VE BUILT.

Answering the same question - forty times a day	→ an agent trained on your own data that answers anything a customer asks, at 2am
Knowing where a deal stands - three people, three answers	→ one pipeline everyone can see, updating itself as the work happens
Following up a lead - whoever remembers, whenever they do	→ a CRM that decides who to call, when, and what they last cared about
One order across five departments, re-typed at each desk	→ one record every department writes to - entered once, right everywhere
Closing the month - four departments, four spreadsheets	→ books that were already closed on the first of the month
Counting stock - a clipboard and a number nobody trusts	→ live stock that reconciles itself, across every branch, overnight

Knowing what to reorder - a stock count and a hunch	→ a forecast that reorders before you run out, not after
Booking an appointment - a diary and a callback	→ a booking system that fills its own cancellations while you sleep
Selling a building that isn't built - a render and a hope	→ a 3D walkthrough in the browser, built from the floor plan, before the foundation is poured
Chasing an invoice - a week of follow-up emails	→ a ledger that chases for you - politely, on schedule, until it is paid
Telling a client where their job is - ask the team first	→ a portal your client checks themselves, and stops asking
Onboarding a client or a vendor - a folder and six emails	→ a portal that has every document before day one

And more problems than the ones listed here. Bring us the one that isn't.

We find that work, put a number on it, and then build the thing that removes it. Sometimes that's a full platform. Sometimes it's a small automation. Sometimes the honest answer is that an off-the-shelf tool already solves it, and we say so.

EVERYTHING WE BUILD IS CUSTOM.

We do not have a template library and we do not resell somebody else's product with your logo on it. Every website, every CRM, every automation and every platform is designed around your actual workflow, your actual team structure and your actual customers. That is why the tools we build get used - because they match how the work already happens instead of forcing your team to bend around software written for somebody else.

WHY CLIENTS TRUST US

WE BUILD IT OURSELVES.

The people who scope your project are the people who write the code. Nothing is passed down to a junior once the contract is signed, and there is no account manager standing between you and the person doing the work.

WE WILL TELL YOU NOT TO BUILD IT.

If a piece of software will not pay for itself, or an existing tool already does the job, we say so before you spend anything. We have talked clients out of custom builds more than once. It costs us work occasionally and it is the reason those clients keep calling.

YOU OWN EVERYTHING, OUTRIGHT.

Source code, hosting accounts, keys, documentation - all yours, in your name, from day one. No per-seat licence, no platform fee, no dependency on us. If you wanted to hand the project to another developer tomorrow, you could.

WE BUILD SO THAT YOU DO NOT NEED US.

Every system ships documented, with error handling and logging, and a proper handover walkthrough for your team. A build that only its author can maintain is not finished, whatever it looks like on the surface.

WE ARE STILL THERE AFTER LAUNCH.

Handover is not the point where we stop answering. Most of our work comes from people we have already built for, or from someone they told.

YOUR WORK STAYS YOURS.

We work under NDA as standard. Several builds in this document carry the mark `[ UNDER NDA ]` instead of a client name, and they will stay that way - including the ones we would most like to put our name to. When your project is the one in the document, you will get the same protection. We will ask before we publish anything, and a no costs you nothing.

WHAT WE SAY NO TO

Some of the most useful things we can tell you are the things we turn down.

WE DO NOT TAKE OVER SOMEBODY ELSE'S CODEBASE.

Inheriting a half-finished system built by another team almost always costs more than building it properly, and it leaves everyone arguing about which problems were already there. If that is what you need, we will tell you straight away and point you towards someone who does it.

WE DO NOT WORK FROM TEMPLATES.

And we do not put your logo on somebody else's product and call it custom. If that is the budget, a template is a legitimate answer - it is just not our answer, and we would rather say so than pretend otherwise.

WE DO NOT BUILD THINGS YOU DO NOT NEED.

If an existing tool already solves your problem, that is the advice you will get, and it costs you nothing.

WHAT WE DO

Three things. Everything we make sits inside one of them.

ONE

WEBSITES, STOREFRONTS & GROWTH

1.1

MARKETING & BRAND WEBSITES

Sites that load fast, look expensive and turn visitors into enquiries. Custom design systems built for your brand, real SEO structure, motion where it earns its place, and a CMS so your team edits content without calling a developer. For firms whose website is the credibility test - developers, consultancies, studios, professional practices - we build editorial, portfolio-led sites designed to be opened in a pitch.

1.2

CUSTOM E-COMMERCE STOREFRONTS

Stores designed around your brand and engineered for conversion. Custom Shopify themes built from scratch, or headless storefronts when speed matters most. Checkout, upsell, subscription and discount logic written for your commercial model. Payment stacks for India or global. Migrations that keep your search rankings intact.

1.3

GROWTH ENGINEERING

The infrastructure behind acquisition: server-side conversion tracking done properly, campaign and audience architecture, and AI-generated product and ad creative produced at catalogue scale without a studio shoot.

TWO

CUSTOM SOFTWARE & AUTOMATION

2.1

CRMs, INTERNAL TOOLS & OPERATIONS PLATFORMS

The system your business runs on, built around your pipeline, your pricing rules, your approval chain and your roles. Client portals, partner portals, admin panels, quoting engines, procurement and approval workflows, operations dashboards that replace a stack of spreadsheets. Role-based access so the right people see the right data.

2.2

AI AGENTS & WORKFLOW AUTOMATION

Chatbots and agents grounded in your own documents so they answer from your knowledge rather than guessing. Voice agents that handle live inbound calls. Document pipelines that read, extract, decide and file. Cross-tool syncs, scheduled reporting and multi-step workflows that run whether or not anyone is at their desk.

2.3

DATA, FORECASTING & DECISION SYSTEMS

Models that turn your history into forward-looking decisions - demand, pricing, churn, trends - delivered inside a live dashboard your team can actually use, with an honest account of how accurate it is and where it should not be trusted.

THREE

IMMERSIVE & 3D EXPERIENCES

3.1 3D PROJECT & PROPERTY SHOWCASES

Photorealistic, fully navigable 3D models of developments and spaces, running in a browser with nothing to install. Explore a whole project in its real surroundings, move tower by tower and floor by floor, see internal layouts in three dimensions, and view live availability - what is open, what is held, what is sold.

3.2 VR WALKTHROUGHS & VIRTUAL TOURS

Step inside a floor, a flat, a showroom or a space that has not been built yet. Works from a desktop, a phone or a headset.

3.3 INTERACTIVE PRODUCT & BRAND EXPERIENCES

Configurators, interactive showcases and real-time 3D built for websites and sales conversations, so a customer can turn something over and understand it instead of reading about it.

SECTION 01

01

CLIENT BUILDS

Thirteen more builds, across eleven industries. Every one designed from scratch for that client's specific way of working. Nothing here is a template we reused.

01 / LIVE EVENTS / OPERATIONS PLATFORM

OPERATIONS PLATFORM FOR A TOURING BUSINESS

Client: A national live-events and artist-management company [UNDER NDA]

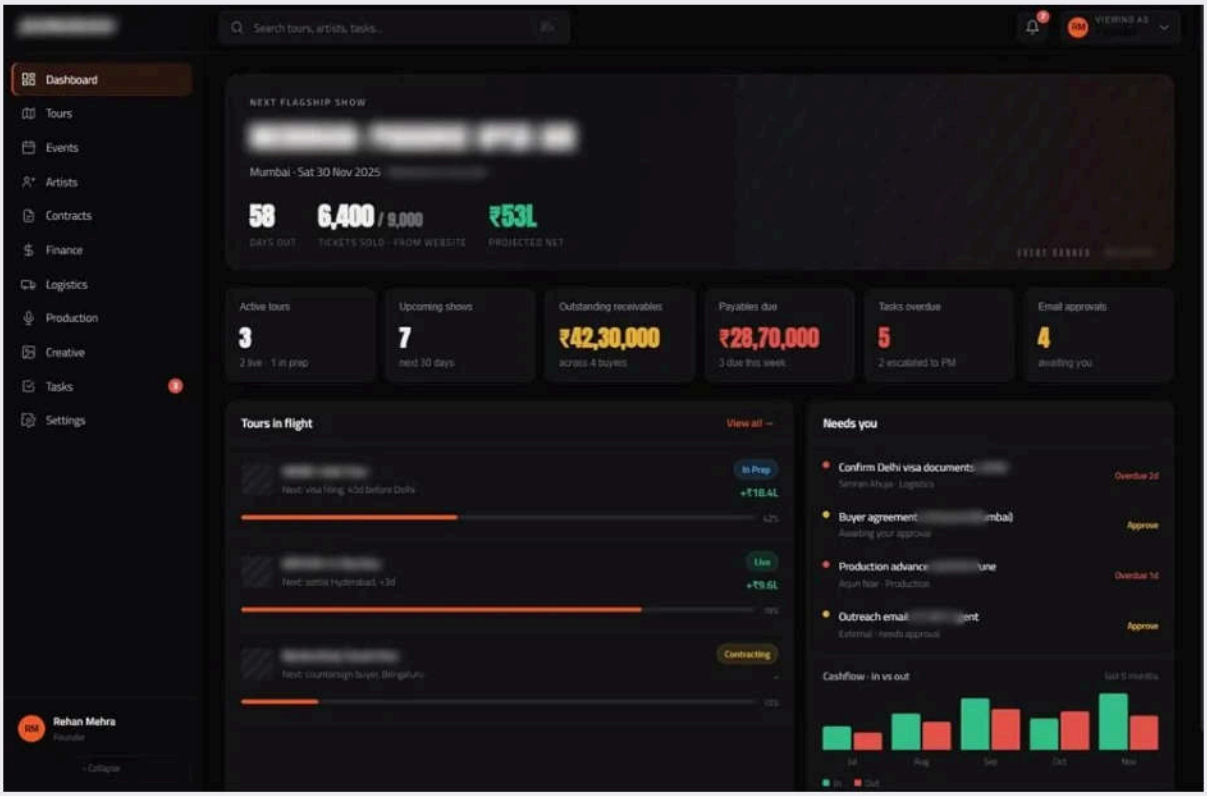
Stack: React · Supabase · Role-Based Access · Show P&L · Workflow Automation

WHAT WE BUILT

An internal operating system for a company that books artists and runs live tours. A founder command centre covering cashflow, receivables and pending approvals; profit and loss for every individual show; an artist booking pipeline; contract tracking from draft through to signature; automatic generation of a complete task playbook whenever a new tour is created, with every deadline anchored to show dates; international artist payouts with tax withholding and compliance paperwork; show-day run sheets with a mobile view for crew on the ground; and role-based access throughout.

WHAT THE CLIENT GOT

The ability to run more tours without hiring more people to hold it together. Before, every tour meant rebuilding the same coordination by hand, and only the founder knew the true financial position at any moment. Now a tour plans itself the day it is created, approvals sit in a queue instead of getting lost in an inbox, and the money picture is current without anyone assembling it. Crew on the ground see what they need without seeing commercial data. The founder got back the part of the week that had been spent chasing information.



02 / CORPORATE FINANCE / PROCUREMENT

PROCUREMENT & SOURCE-TO-PAY PLATFORM

Client: An enterprise procurement and finance function [UNDER NDA]

Stack: React · Approval Workflows · Delegation of Authority · Audit Trail

WHAT WE BUILT

A system covering the full path from purchase requisition to payment, with delegation-of-authority routing so every approval follows company policy automatically, and a complete audit trail behind it.

A requisition moves through ten defined stages - requirement, scope, RFQ, evaluation, proposal analysis, vendor selection, purchase order, goods receipt, payment, closure - and the system knows which one it is in at any moment. Everything attached to it threads through a single purchase-order number, so the audit trail is verification rather than an excavation.

Vendor onboarding is where the control actually lives. KYC, tax registration and financials are captured before anyone can transact, and the bank details are entered by a different person than the one who selected the vendor - segregation of duties enforced by the software rather than by a policy document nobody reads.

WHAT THE CLIENT GOT

Control of company spending without becoming the department that slows everyone down. Approval limits now enforce themselves rather than depending on somebody remembering the policy, requests reach the right approver without being forwarded around, and there is a defensible record of who approved what when the auditors ask. Finance stopped chasing people for sign-off.

Sight of committed spend before the invoices arrive. Budgets are tracked per project against what is committed and what is actually paid, so a project going over is visible while there is still time to do something about it, rather than at the month end.



03 / SALES ORGANISATIONS / CRM + AI

PLEXIWIN, DEPLOYED — SALES & MARKETING CRM WITH AN AI COPILOT

Client: Appmontize

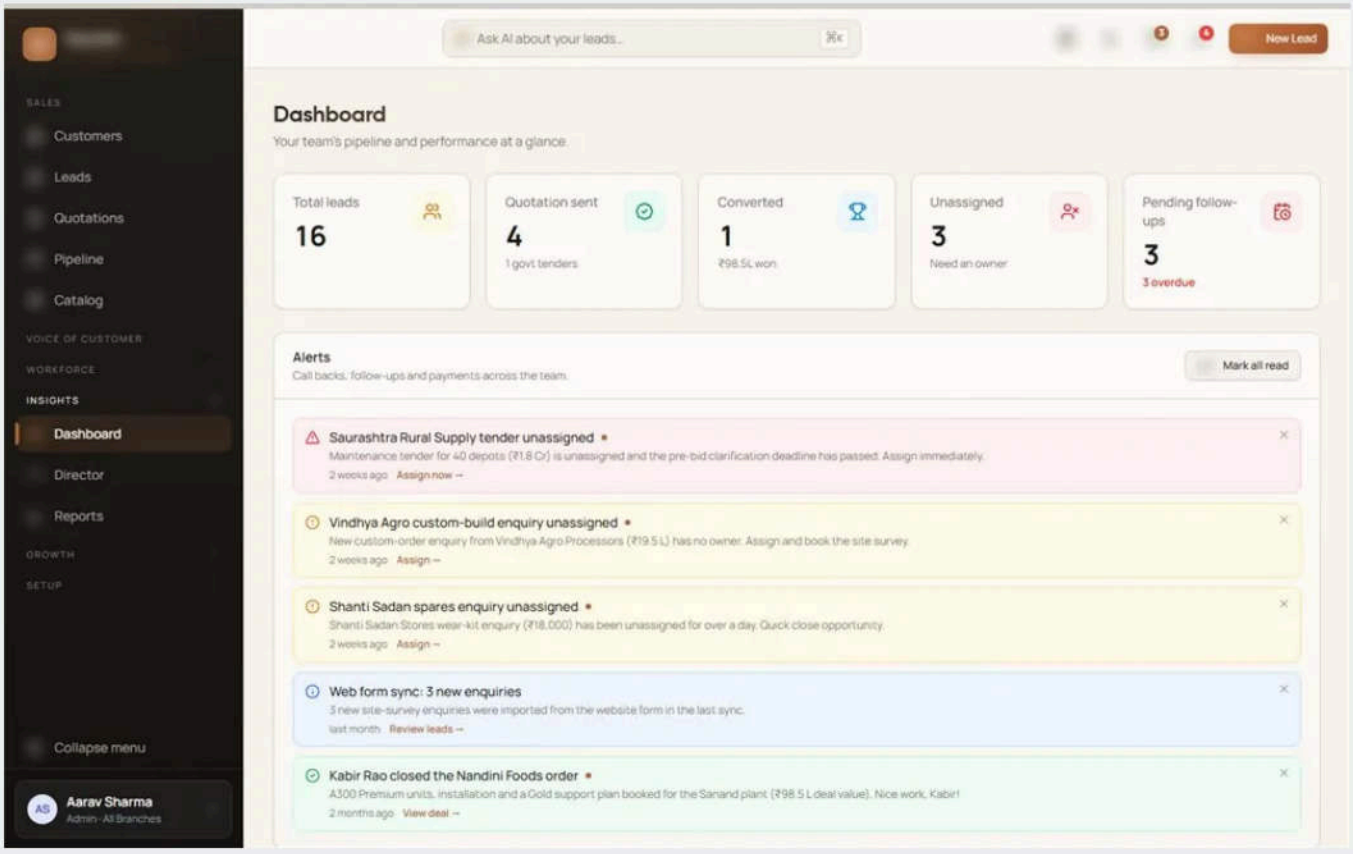
Stack: PlexiWin · React · Supabase · AI Copilot · Role-Based Views · Pipeline

WHAT WE BUILT

This entry is different from the others in this section, and we would rather say so than let you work it out: it is a deployment of PlexiWin, our own CRM product - entry 05 in Section 02 - shaped around how this particular team actually sells, with different views and permissions for each role and an AI assistant embedded inside the workflow rather than bolted on beside it. We say elsewhere in this document that we will not put your logo on somebody else's product. PlexiWin is not somebody else's. The people who wrote it are the people who fitted it to this team.

WHAT THE CLIENT GOT

A CRM the team actually uses. Off-the-shelf systems had been abandoned here before, because people kept a private spreadsheet for the parts the software could not handle - which meant management never had a true picture. Fitting the system to the real process removed the reason for the shadow spreadsheet. And because the AI sits inside the flow of work rather than in a separate window, it gets used: drafting, summarising and surfacing what needs attention without anyone stopping to go and ask it.



04 / INDUSTRIAL MANUFACTURING / CRM + QUOTING

SALES PIPELINE CRM FOR AN INDUSTRIAL MANUFACTURER

Client: A B2B industrial manufacturer [UNDER NDA]

Stack: React · Supabase · Quoting Engine · Forecasting · Multi-Stakeholder Sales

WHAT WE BUILT

Quoting, pipeline management and reporting built for a long, technical sales cycle with several decision-makers on the customer side.

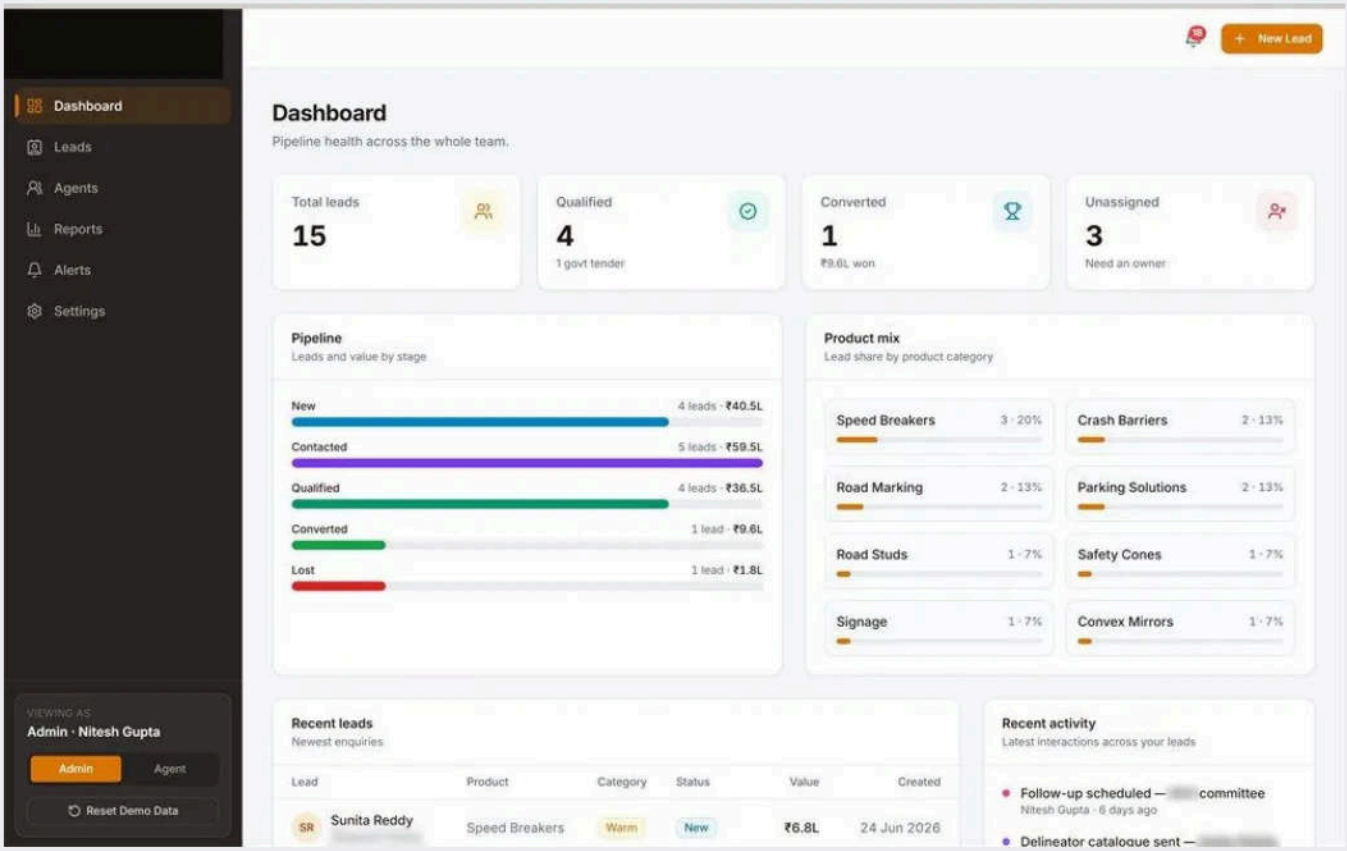
Enquiries arrive from a scatter of places - listing sites, search and social advertising, government tender portals, contractors, and the phone - and each one lands in the same list, scored, with an owner and a next action. Anything unassigned is flagged rather than quietly ageing.

Government tenders are treated as their own kind of work: flagging one adds scoring weight and starts deadline tracking, because a tender that misses its pre-bid clarification date is not a slow lead, it is a lost one.

WHAT THE CLIENT GOT

Ownership of their own sales knowledge. Deal history had effectively lived in individual reps' heads, which made forecasting guesswork and made losing a salesperson genuinely expensive. Quotes now come out consistently from one source of truth rather than being rebuilt from memory, management can see where deals really stand, and the relationship history stays with the company when somebody leaves.

The pipeline is organised by what is actually being sold, so the team can see which product lines are carrying the quarter.



05 / D2C FASHION / E-COMMERCE

CUSTOM SHOPIFY STORE FOR A FASHION BRAND

Client: Sui Story · Live at suistory.com

Stack: Shopify OS 2.0 · Custom Theme · Predictive Search · Tiered Discounts · WASM

WHAT WE BUILT

A store theme built entirely from scratch rather than adapted from a template - animated brand moments through the journey, a drawer cart with shipping incentives, wishlist, predictive search, and discount logic written for the brand's own promotional model.

WHAT THE CLIENT GOT

A store that looks like the brand instead of like the platform - which matters when the product is the reason people pay a premium and a template store quietly undercuts that. They also got independence: the merchandising and promotion tools were built around how this team runs campaigns, so they launch, change and schedule things themselves instead of paying a developer every time.



06 / D2C LIFESTYLE COMMERCE / HEADLESS + AI

HEADLESS COMMERCE STORE WITH AN AI PRODUCT

Client: Ram Mandir Store · Live at rammandirstore.in

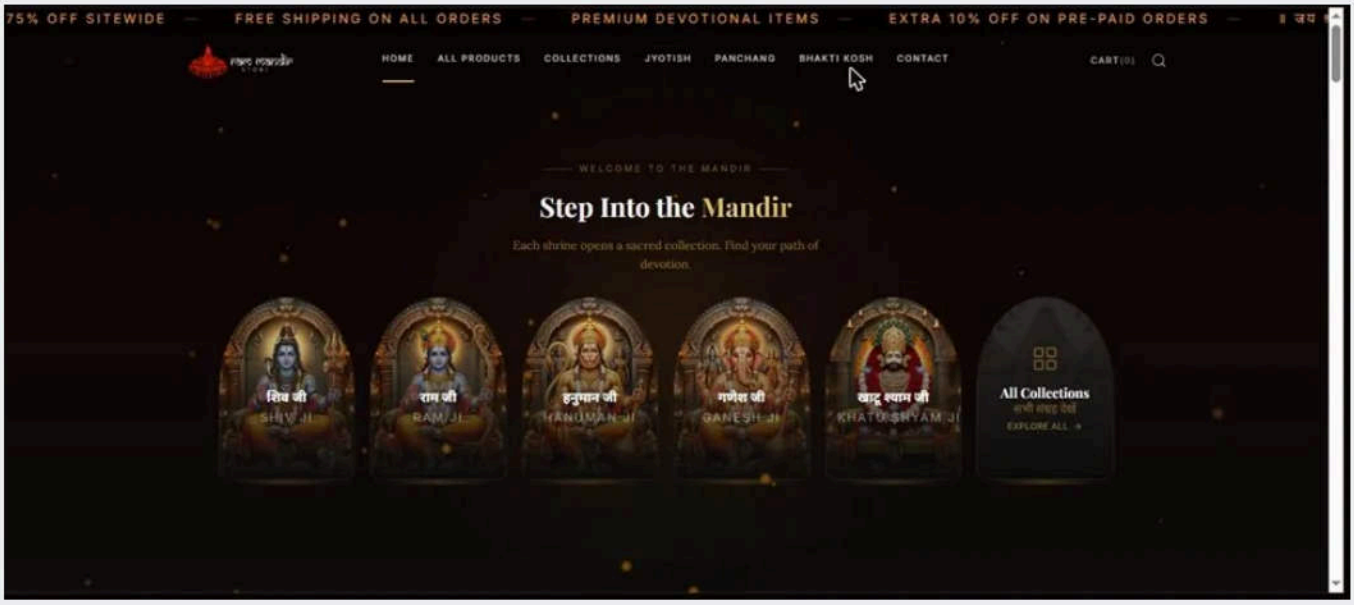
Stack: Shopify Hydrogen · Headless · AI Product · Automated Merchandising

WHAT WE BUILT

A headless storefront built for speed, with an AI-powered consumer product built directly into the shopping experience, a customer review system, a live festival calendar driving what gets merchandised, and automated social publishing.

WHAT THE CLIENT GOT

A store that runs its own calendar. In this category demand moves with religious festivals, and manually re-merchandising the whole storefront around each one was work nobody had time for - so it either happened late or not at all. That now happens on its own, as does the social posting. The AI product gives people a reason to visit the store between purchases, which a standard store in this category has no answer to.



INSIDE 06 / DEVOTIONAL COMMERCE / CONSUMER AI

JYOTISH AI

Client: Ram Mandir Store · Live at rammandirstore.in/jyotish

Stack: Conversational AI · Seven Shastras · Kundali Engine · Multilingual · Live Astrologer Handoff

WHAT WE BUILT

A Vedic astrologer built into the storefront. It takes a real birth chart - date, time and place of birth - and reads it, rather than matching a sun sign to a paragraph someone wrote once.

Its knowledge is the seven principal texts of Jyotish, and it answers out of them: it does not merely state a result, it explains which placement produces it and why, the way a practised pundit does when you sit in front of one. It holds a conversation - you can ask it what something means and keep asking - and it answers in the language the visitor picks.

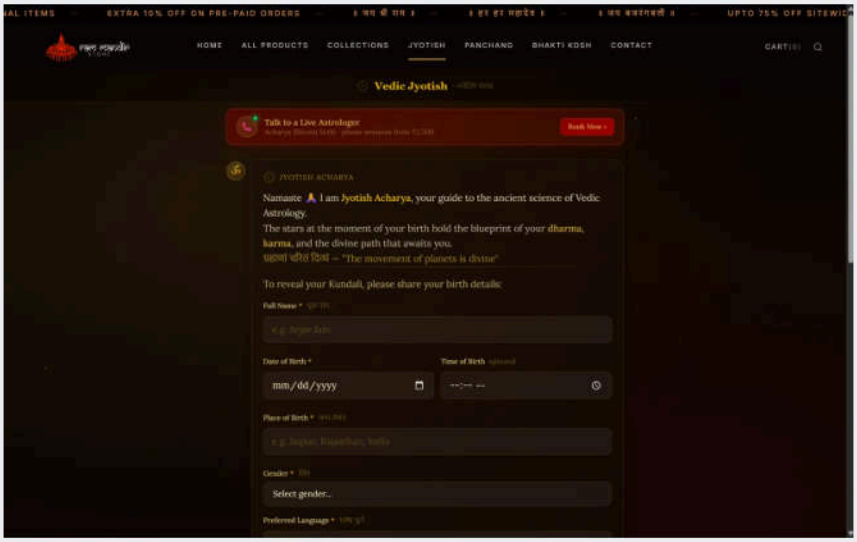
The reading it returns is a real one: both chart styles cast side by side, the Rashi, Nakshatra and Lagna named, the running Mahadasha dated, then career, relationships, health, finances and spirituality - each one argued from a named placement rather than asserted. It closes with remedies a practitioner would actually give: the mantra and its count, the gemstone and the finger, the fast and its day.

Where a chart genuinely needs a person, it hands over: a live astrologer sits one tap away, on the same page.

WHAT THE CLIENT GOT

A reason to come back between purchases. A devotional store is otherwise a festival business - people arrive when the calendar tells them to. This is something worth opening on an ordinary day, and it belongs to the brand rather than to a marketplace.

And it qualifies its own traffic. Someone who has just had their chart read is a warmer lead for a consultation than anyone a banner could produce, and the handoff to a paid session is already in front of them at that moment.



07 / REAL ESTATE / BRAND WEBSITE

WEBSITE FOR A LUXURY PROPERTY DEVELOPER

Client: Mohidin Properties, part of the Mohidin Group · Goa

Stack: Next.js · Editorial Design · Mobile-First · SEO Structure

WHAT WE BUILT

A complete rebuild for a developer whose site no longer reflected the buyer they were selling to - editorial, fast, and designed mobile-first.

Each development is presented as its own chapter - what it is, where it is, what living there involves - with its status shown plainly, whether that is ongoing, ready for possession or still to come. A buyer can tell in one glance which stage a project has reached.

WHAT THE CLIENT GOT

A website the sales team is willing to send. At this price point the site is part of the product: a buyer judges the developer by it before they ever pick up the phone, and the old one made the company look smaller than it is. Because most property enquiries begin on a phone, the mobile experience was the one designed first rather than squeezed in afterwards.

A site that behaves like the brochure the sales team already hands over, rather than a portal. Enquiries arrive with the development already named, so the first conversation starts past the introductions.



08 / B2B PROFESSIONAL SERVICES / MARKETING WEBSITE

MARKETING WEBSITE FOR A B2B FIRM

Client: A B2B professional services firm [UNDER NDA]

Stack: Next.js · Custom Design System · Motion Design · CMS

WHAT WE BUILT

A custom design system with considered motion - hand-built rather than assembled in a page builder.

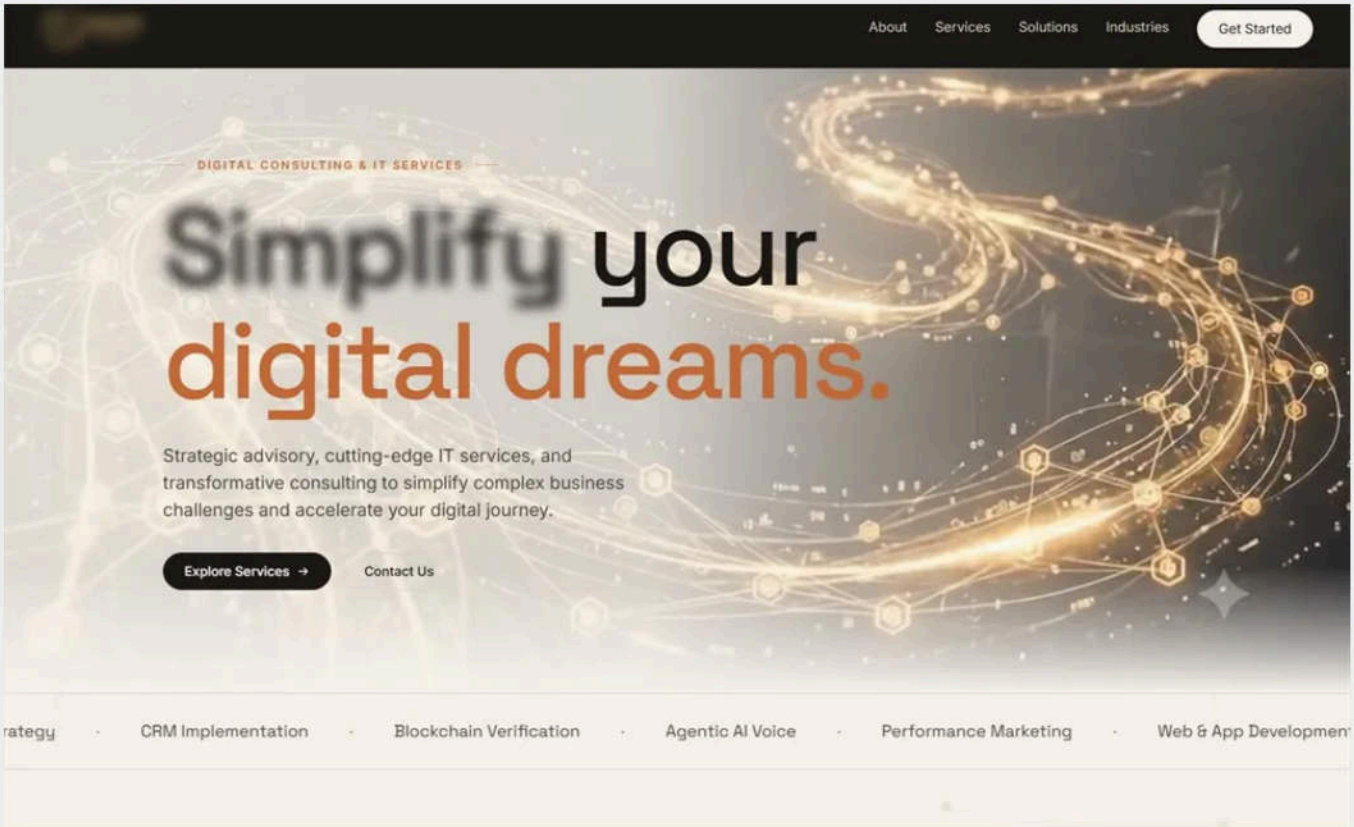
Three service families - advisory, technology delivery and consulting - each broken down to the work actually performed rather than left as a category heading. Someone comparing two firms can see what they would receive.

Beneath those, the offers that need explaining get a page of their own, argued from the problem rather than the product - why the old way is failing before any mention of what replaces it.

WHAT THE CLIENT GOT

Credibility in the room. When you sell expertise, the website is the first evidence a prospect has that you are serious. This one was built to be opened during a pitch rather than merely found in a search, and it holds up against competitors several times the size.

A site that does the qualifying. A visitor who reads a solution page and still gets in touch has already understood what they are asking for, which changes the shape of the first call.



09 / EVENTS & ENTERTAINMENT / FULL LAUNCH STACK

EVENT LAUNCH PLATFORM

Client: Vault by Paradigm · Live at vault.weareparadigm.in

Stack: Registration App · Campaign Creative · Paid Media · Email Automation

WHAT WE BUILT

A registration web app together with the campaign creative, paid media and email sequences around a single launch moment.

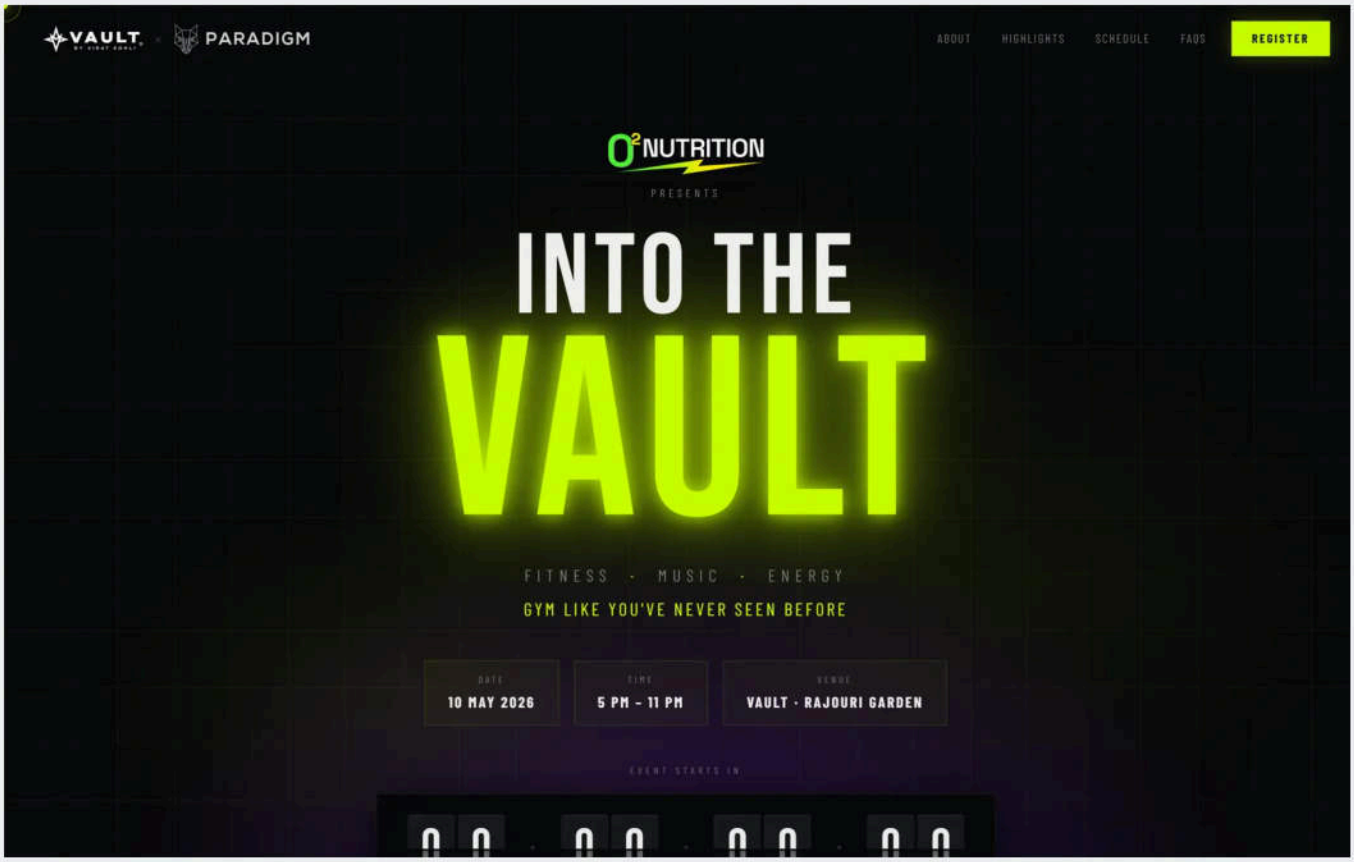
The site carries the whole night: what the event is, the venue and its spec, the competition format station by station, a timed schedule from doors to close, the questions people actually ask, and directions. Someone deciding whether to come can answer every question without messaging anyone.

Registration runs in two lanes on one page - members entering on their membership, everyone else buying a ticket - because the two audiences need different words and the same clarity.

WHAT THE CLIENT GOT

One team instead of four vendors. A launch like this normally means coordinating a web developer, a designer, a media buyer and an email tool, with the client holding it together in the week they can least afford it. Building the whole chain in one place meant registration, creative and follow-up actually matched each other, and the client spent launch week running the event.

One address to point everything at. The paid media, the emails and the creative all led to the same page, so the campaign did not fragment across posts and DMs.



10 / INVESTMENT & FINANCIAL SERVICES / ML FORECASTING

FORECASTING SYSTEM FOR AN INVESTMENT FIRM

Client: An investment firm [UNDER NDA]

Stack: Python · LightGBM · Streamlit · Backtesting · Live Dashboard

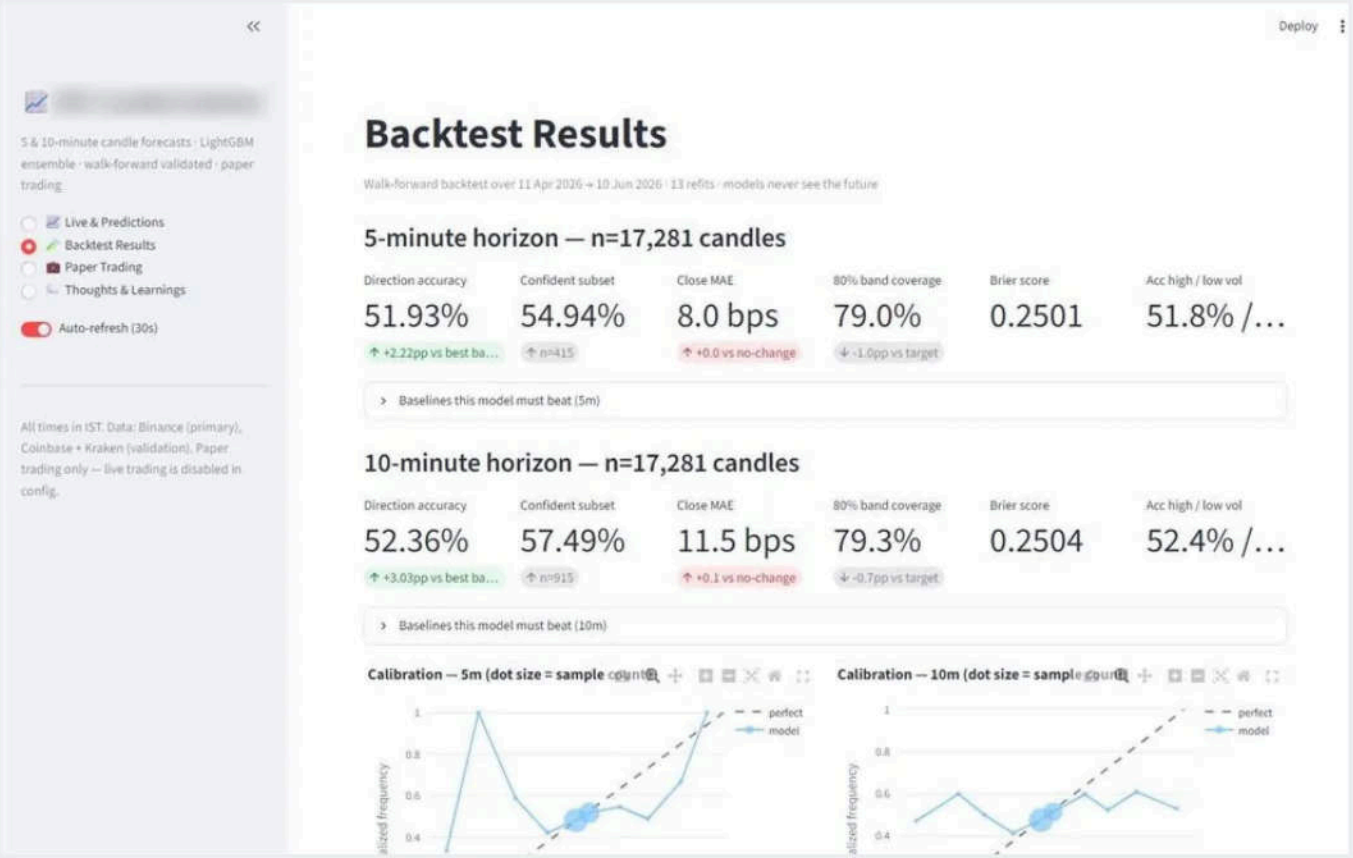
WHAT WE BUILT

A price forecasting model delivered inside a live dashboard, with backtesting against historical data, live predictions, a paper-trading view and a candid account of where the model is reliable and where it is not.

The honest reporting is part of the product, not a footnote. The system shows where the model has been reliable and where it has not, so the desk can tell the difference between a prediction worth acting on and one worth ignoring.

WHAT THE CLIENT GOT

A model the whole team can use, not just the person who built it. Work like this usually ends up in a notebook only one analyst can run, which makes it useless to everybody else and fragile if that person is away. Behind a dashboard it became an everyday tool. The honest accuracy reporting matters as much as the forecast - knowing when not to trust a prediction is what makes it safe to act on the rest.



11 / D2C E-COMMERCE / GROWTH ENGINEERING

PAID ACQUISITION REBUILD

Client: Ram Mandir Store · Live at rammandirstore.in

Stack: Meta Ads · Server-Side Tracking · Conversions API · Audience Architecture

WHAT WE BUILT

An advertising account rebuilt from the tracking layer upward - server-side conversion tracking, audience architecture and campaign structure.

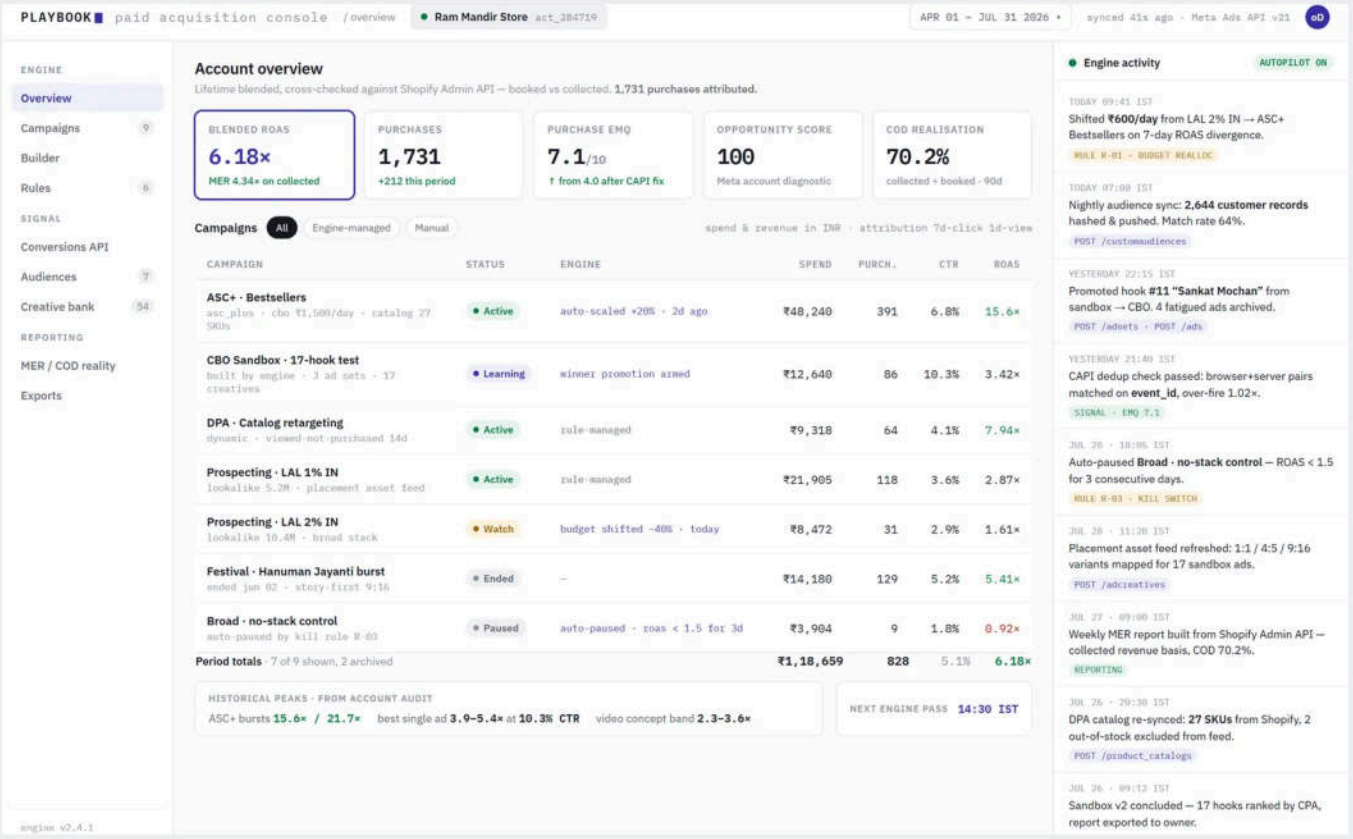
The measurement was rebuilt first, because everything above it inherits its errors. Purchases are now reported from the server as well as the browser and matched so a single order is counted once, which is the difference between an ad platform optimising towards reality and optimising towards an artefact.

Above that sits the account structure - prospecting, retargeting against the live catalogue, and a control - with the audience file refreshed on a schedule rather than by hand.

WHAT THE CLIENT GOT

Numbers they could believe. The account had been optimising against incomplete data, so the ad platform was making decisions on a distorted picture and the team was setting budgets from figures that were not true. Fixing the measurement first meant every decision after it rested on something real. Advertising spend became something the business could reason about instead of a monthly act of faith.

Decisions that no longer wait for someone to log in. Budget shifts, pausing what is not working and archiving creative that has burnt out all happen on defined rules, and every action is written down so the owner can see what was changed and why.



12 / D2C FASHION / AI IMAGE PIPELINE

AI PRODUCT PHOTOGRAPHY FOR A FASHION CATALOGUE

Client: Sui Story · Live at suistory.com

Stack: Generative AI · Reference Anchoring · Colour Locking · Catalogue Imagery

WHAT WE BUILT

A generation pipeline that produces editorial catalogue imagery from ordinary phone photographs. The client photographs the product plainly; we generate the scene, styling and setting around it, while the product itself is preserved exactly - colours, textures and details locked rather than reinvented.

WHAT THE CLIENT GOT

An entire production removed from the business. A catalogue shoot means booking a studio, hiring a photographer and a director, casting and paying models, scouting or renting a location, arranging styling, wardrobe and travel, then waiting on editing - and doing the whole thing again when a product is missed or a new one launches. All of that disappeared. New products now go live without waiting for a shoot day to be scheduled, the catalogue stays visually consistent as it grows rather than drifting between shoots, and a small brand ended up with imagery of a standard it could not otherwise have afforded. For a business adding products continuously, the real gain is not the saving on one shoot - it is never having to organise one again.

13 / D2C E-COMMERCE / CONTENT & CREATIVE

ORGANIC GROWTH SYSTEM WITH GENERATED AD CREATIVE

Client: Ram Mandir Store · Live at rammandirstore.in

Stack: Generative AI · Creative Library · Organic Content · Paid Testing

WHAT WE BUILT

An organic content engine paired with a generated creative library built for paid testing at volume.

Posting runs from a written brief per day - the hook, the caption, the tags and the story plan - so a week of content is composed once and published on time without anyone opening the app. Captions are written in the voice the audience actually uses.

Comments and messages are answered from routed templates, with anything that needs a person - a refund, a complaint, a bulk enquiry - handed straight to one. The automation knows what it should not attempt.

WHAT THE CLIENT GOT

The freedom to test properly. Paid performance depends on trying many creative variations, and creative production is almost always the bottleneck that stops it. With the variations generated, the brand could test broadly instead of betting the month's budget on the two or three concepts it had time to produce.

A presence that does not depend on someone being free. The brand posts on schedule and replies quickly, and the work that genuinely needs judgement is the only work that reaches a human.

SECTION 02

02

PRODUCTS WE BUILT OURSELVES

PRODUCTS WE BUILT OURSELVES

We do not only build to order. These are our own products - built to production standard, running live, and several now in commercial conversations with brands and platforms in their sector. They are the clearest evidence of what we can build for you.

01	**COOKCART** Recipe-to-cart commerce automation	GROCERY AND QUICK COMMERCE
02	**BODYOS** AI coaching product for fitness brands	FITNESS AND WELLNESS
03	**DOCUMENT VERIFICATION PLATFORM** Ledger-anchored certificates, verified by a scan	CERTIFICATION AND COMPLIANCE
04	**SYSTEM MAINTENANCE ENGINE** Safety-first cleanup across Windows fleets	IT OPERATIONS
05	**PLEXIWIN** CRM with an AI copilot for multi-role sales teams	SALES AND MARKETING

WE WILL SHOW YOU ANY OF THEM LIVE.

On a Google Meet or Zoom call we will screen-share the working product and take you through it - any part you want to see, including the code. No recording, no slide deck, no edited demo reel.

01 / GROCERY & QUICK COMMERCE / OWN PRODUCT

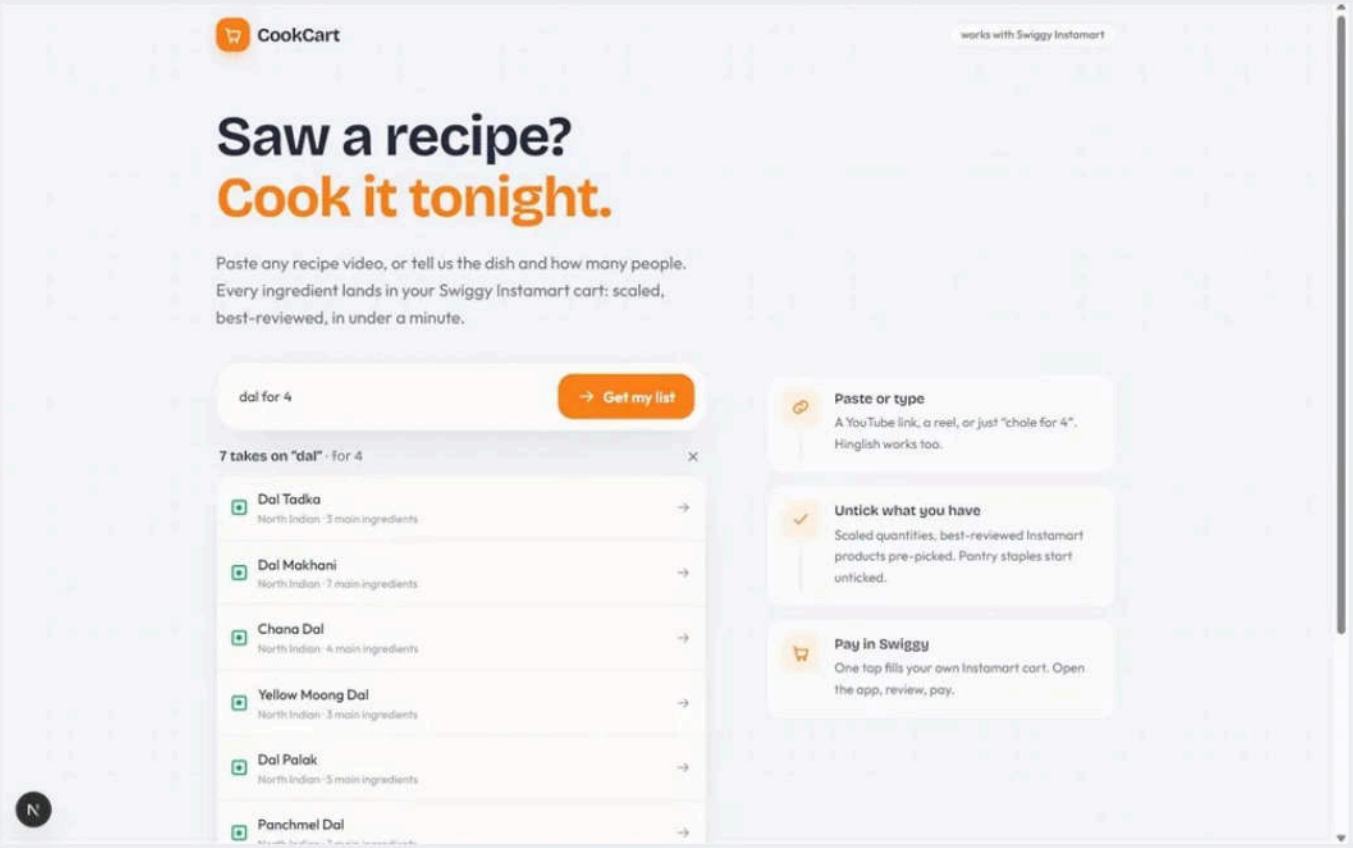
COOKCART — RECIPE-TO-CART COMMERCE AUTOMATION

Stack: Next.js · React · Supabase · Multi-Model AI · Commerce APIs

A consumer product that turns any recipe link, video or plain-language request into a filled grocery cart in about a minute. It reads unstructured input, works out what is actually needed, scales quantities to the number of people, matches every item against a live product catalogue and writes the result straight into the customer's cart through the retailer's own systems.

Why it matters beyond groceries: this is a data pipeline dressed as a consumer app. Reading messy input, making ranked decisions and writing into a live system of record is the same shape as an invoice pipeline, an order pipeline or a lead pipeline. If your business has one of those, this is the capability you are looking at.

The hard part is not the recipe, it is the matching: working out that an ingredient written one way corresponds to a product listed another way, in the size actually sold, and scaling the quantity to the number of people eating.



02 / FITNESS & WELLNESS / OWN PRODUCT

BODYOS — AI COACHING PRODUCT FOR FITNESS BRANDS

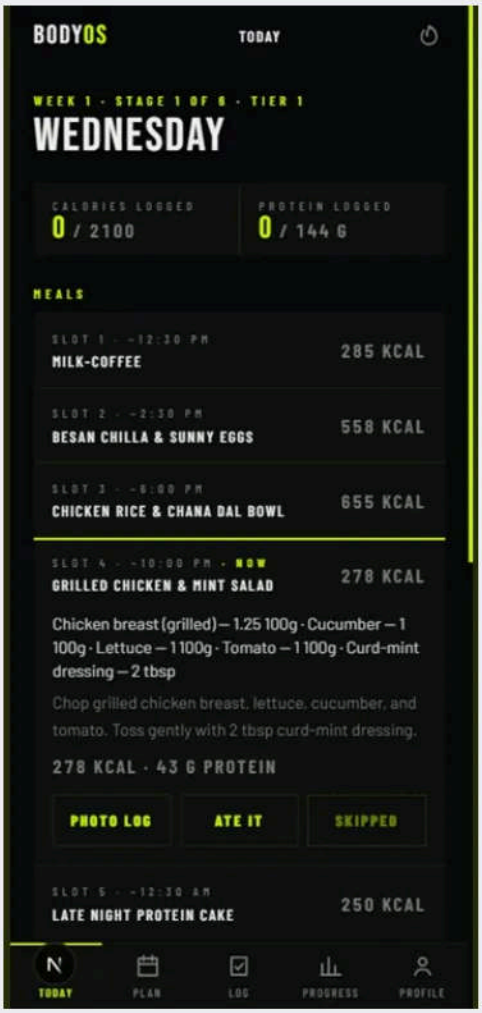
Stack: Next.js · Supabase · Multi-Model AI · White-Label Ready

A personal coaching product powered by several AI models working together, producing live daily plans that adapt to the individual rather than handing out a fixed programme.

Built to be white-labelled: a fitness or wellness brand gets an AI coaching layer inside its own product without hiring an AI team, and without the ongoing cost of a human coach for every member. It turns one-to-one coaching from something a brand can offer a few customers into something it can offer all of them.

The plan is regenerated against what the person actually did, not against what the programme assumed they would do - which is the difference between coaching and a PDF.

A brand can put its own name on a coaching product without building an AI team to do it.



03 / CERTIFICATION & COMPLIANCE / OWN PRODUCT

DOCUMENT VERIFICATION PLATFORM

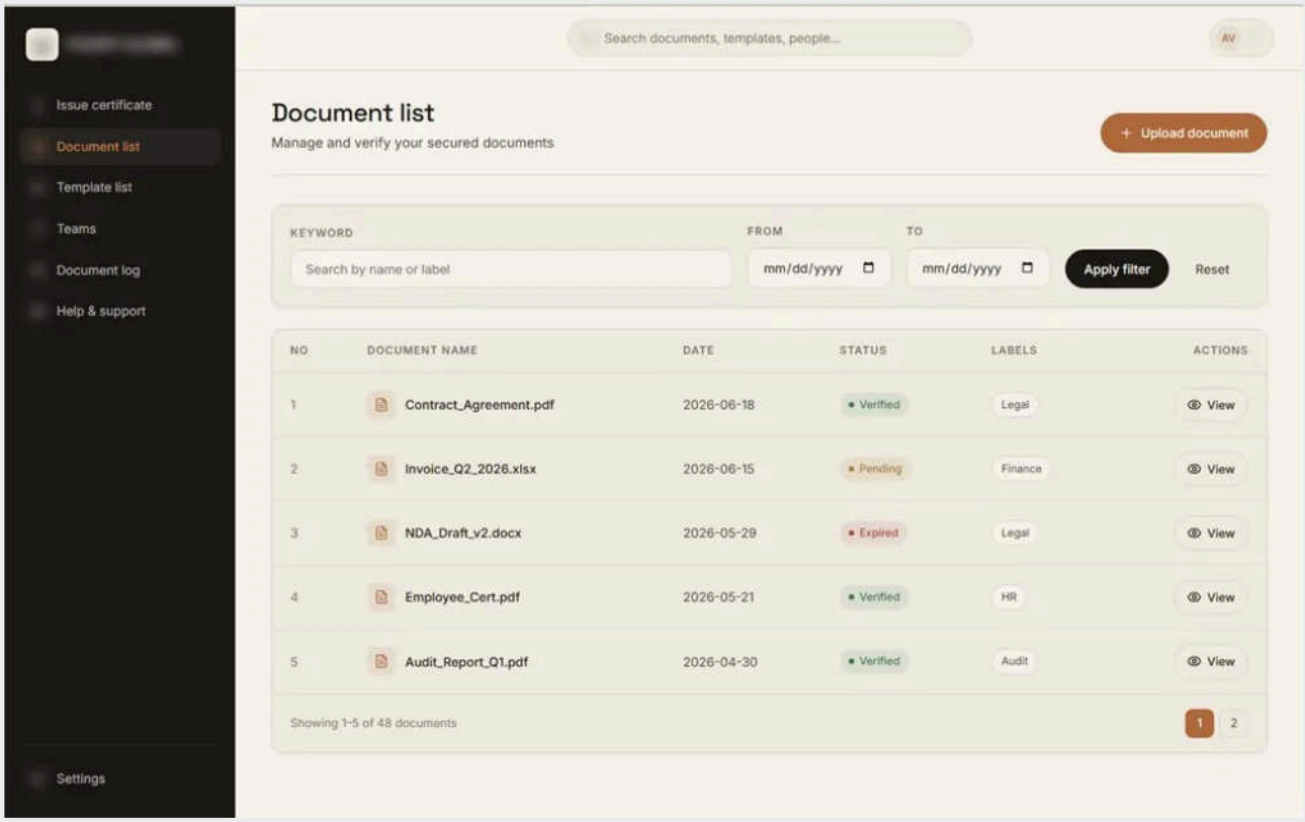
Stack: Solidity · Polygon · IPFS · Ethers.js · React

A platform for organisations that issue certificates, licences, invoices or reports which other people need to be able to trust. Each document is fingerprinted and anchored to a public ledger, then given a QR code that lets anyone verify authenticity in seconds - no login, no middleman, and the document contents never leave the issuer's control.

The problem it solves is forgery, and the hidden cost of answering verification requests. An institution issuing thousands of certificates a year usually handles verification by hand, one email at a time, for years afterwards. Here the verification answers itself, and a forged document simply fails to verify.

Issuing works from the institution's own certificate design: upload the template, place the recipient's details and the verification code, and every certificate that goes out can be checked by scanning it. The person checking needs no account and no software.

Every action in the workspace is logged - uploads, shares, deletions, and each external scan recorded as a check that matched. An institution asked to prove a credential was genuine can show when it was issued and every time it has been verified since.



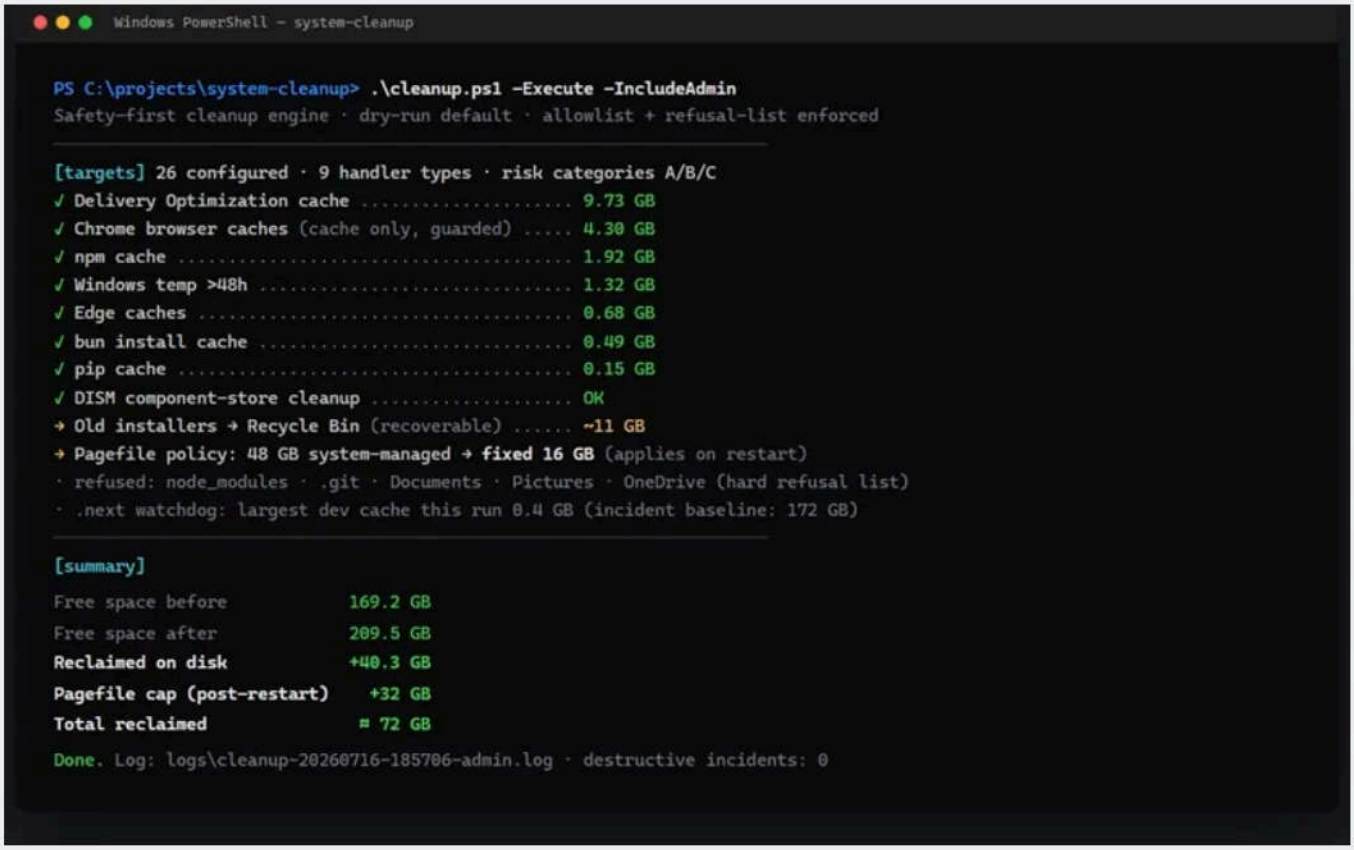
04 / IT OPERATIONS / OWN PRODUCT

SYSTEM MAINTENANCE ENGINE

Stack: PowerShell · Allowlist Policy Engine · Full Audit Logging

A safety-first automation tool that reclaims disk space across Windows machines without the risk that normally comes with cleanup scripts - nothing runs destructively by default, a hard refusal list protects anything that matters, and every action is logged. Sold as a service to teams who need the space back but cannot risk an automated tool making its own decisions.

The refusal list is the feature. The tool is written so that the dangerous action is the one it cannot take by default, which is what makes it safe to run on machines nobody wants to explain to a client.



05 / SALES & MARKETING / OWN PRODUCT

PLEXIWIN — CRM WITH AN AI COPILOT FOR MULTI-ROLE SALES TEAMS

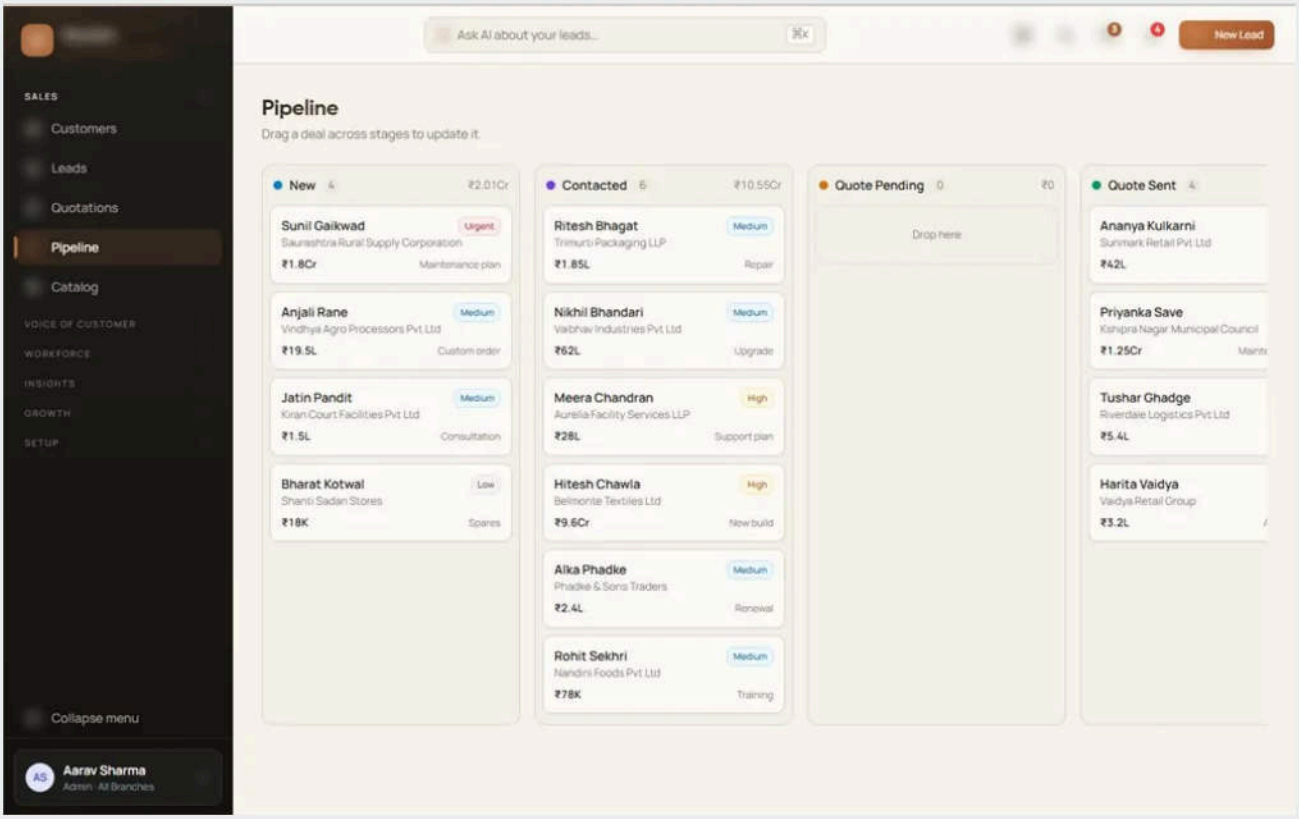
Stack: React · Supabase · Multi-Role Views · AI Copilot · Pipeline

Our own CRM, built for sales and marketing organisations where several roles work the same pipeline. Each role gets its own views and permissions, and an AI assistant sits inside the flow of work - drafting, summarising and surfacing what needs attention - rather than in a separate window nobody opens.

It covers the whole commercial motion rather than the pipeline alone: leads and their sources, quotations built from a priced catalogue, campaigns across email, messaging and calling, post-sale satisfaction, and complaints with the clock running on each one.

What each person sees depends on what they do. An agent works a list, a manager works a team, and a director sees the company - the same data, cut three ways, so nobody is reading around someone else's screen. A sales floor where nothing waits to be noticed: unassigned enquiries, overdue follow-ups and breached response times surface on their own rather than being found.

PlexiWin is live with a paying customer: the Appmontize deployment is entry 03 in Section 01. That is the loop this document keeps describing, running in both directions - client work becomes product, and product goes back out as client work.



HOW WE WORK

EVERYTHING IS BUILT FOR YOU, SPECIFICALLY.

No templates, no white-labelled third-party product, no "close enough."
We build around your workflow so the tool actually gets used.

WE START WITH YOUR NUMBERS, NOT YOUR FEATURE LIST.

If a build will not pay for itself, we tell you before you spend anything.

FIXED SCOPE. REAL TIMELINE. DIRECT ACCESS.

You talk to the people building it.

YOU OWN EVERYTHING.

Source code, hosting, keys, documentation - in your name, no lock-in.

WE DOCUMENT AS WE GO.

Every build ships so that another developer could pick it up tomorrow.

WE SAY WHAT WE THINK.

If the scope is wrong, or somebody else is a better fit, we say so early.

FOUR STEPS. NO MYSTERY.

The same four whether it's a website, a system, or a building you can walk through before it exists.

01

A CONVERSATION

Twenty minutes. You describe the problem; we ask what it costs you today and who it touches.

02

DISCOVERY AUDIT

We look at what you have now - the site, the system, the process, the pitch - and put a cost on the gap. Sometimes the answer is: don't.

03

FIXED SCOPE

Defined deliverable, defined timeline, agreed before anyone starts. Design and engineering run together, not one after the other.

04

HANDOVER & BEYOND

Source, accounts, keys, documentation - yours, in your name. We stay reachable after launch.

ON COST

Every project is quoted individually, because every project genuinely is different. Ask on the call and you'll get a straight number, not a range that means nothing.

ON TIMING

There is no standard answer, because there is no standard build. It stops being a guess at the fixed-scope step: a defined deliverable and a defined timeline, both agreed before anyone starts. Bring the requirement to the call and you leave with yours.

TECHNOLOGY

FRONTEND	React, Next.js, TypeScript, Tailwind
BACKEND	Node.js, Python, serverless APIs
DATA	PostgreSQL, Supabase with row-level security
AI / ML	OpenAI, Anthropic, Gemini, LangChain, RAG pipelines, LightGBM, scikit-learn, Streamlit
COMMERCE	Shopify, Shopify Hydrogen, headless storefronts
3D / XR	Real-time 3D in the browser, WebGL, VR walkthroughs
BLOCKCHAIN	Solidity, Polygon, Ethers.js, IPFS
CLOUD	AWS, Azure, Vercel, Docker, self-hosted
AUTOMATION	Python, native APIs, and low-code tooling where it is genuinely the cheaper and more reliable answer

CREDENTIALS

Held between the two founders.

Microsoft Certified: Azure AI Engineer Associate (AI-102)

Google AI Professional Certificate

Anthropic Academy — Claude Developer Track

Work delivered for clients across India, the United States, the United Kingdom and Canada.

Live commercial work in real estate, e-commerce, live events, industrial manufacturing, financial services, wellness and consumer AI.

THE WORK KEEPS COMPOUNDING.

VISION

The usual way to answer more demand is to hire more people. We are trying to answer it by building better tools, because we think the studio that stays small and gets sharper beats the one that gets big and gets slower.

Every client build teaches us something a whole industry needs, not just the one company that paid for it. When the same pattern turns up twice, we stop rebuilding it and build it properly as a product of our own. Four of the five products in Section 02 started exactly that way. The fifth, PlexiWin, ran the loop in the other direction - a product of ours that went out and won its own client work.

Client work pays for the products. The products make the next client build faster and better than the last one. That loop is not a plan - it is the reason this document has two sections instead of one.

WHY US

DESIGN AND ENGINEERING UNDER ONE ROOF

Neither one is subcontracted, so neither one is an afterthought.

WE BUILD SO THAT YOU DO NOT NEED US

The goal is a system your team can run without calling us every week.

CUSTOM, ALWAYS

No template library, and we do not put your logo on somebody else's product and call it bespoke.

YOU OWN EVERYTHING

Code, accounts, infrastructure. No licence, no lock-in, no exit fee.

SMALL ON PURPOSE

Few projects at a time, both founders across all of them, and the person you brief is the person accountable for what you get.

THESIS

The nineteen builds in this document are proof of a single idea: when design, engineering and AI sit inside one small team instead of three companies, the quality goes up and the timeline collapses at the same time. Those two things are supposed to trade against each other. In this setup they stop doing that.

What we are looking for is not a client who has written the spec already. It is a business that knows its own industry far better than we ever will, has something expensive and unglamorous that is not working, and wants somebody in the room when it goes live.

LET'S BUILD

We are more than happy to jump on a Google Meet or Zoom call and walk you through any of it live - the 3D property platform, the operations systems, the storefronts, the AI products, the code if you want to see it. No slide deck and no pitch. We will open the actual systems and show you how they work.

If what you need does not exist yet, that is usually the more interesting conversation, and we will tell you honestly on that first call whether we are the right people to build it.

If something in your business is broken and you cannot name exactly where - that is the conversation we are best at.

And if there is a function in your business that currently needs a team of people, it is worth asking us whether it still has to.

CONTACT

Talk to a founder directly. There is no account manager in between.

Apram Lamba
CO-FOUNDER — AI EXPERT, DESIGN LEAD AND CLIENT RELATIONSHIPS

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oathDevs · New Delhi, India
Working with clients across India, the US, the UK and Canada.

Happy to be forwarded. Happy to be asked anything.