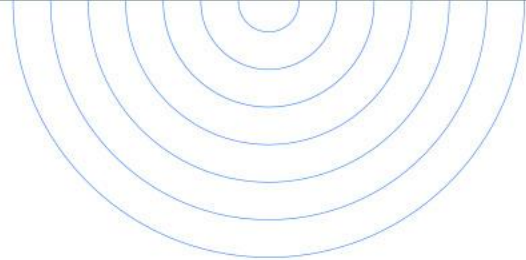


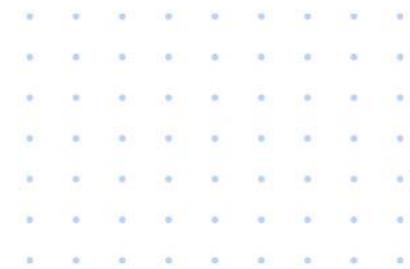
 **Agrahyah**





Ag-rah-yah

We are specialists at harvesting cultural insights and data to craft immersive, technology-driven brand experiences that places the customer at the heart of it all.



ABOUT

Preferred Partner



Ranked as **#1 MSME**

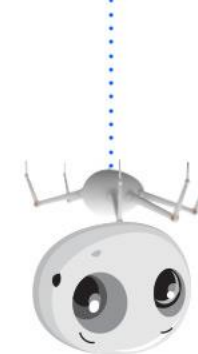


Founding Member | Voice & Audio Council



Communities





SERVICES

VOICE

We are India's first Voice Agency, preferred partner for both Amazon Alexa & Google Assistant. We offer end to end Conversational AI, Conversational Commerce and Interactive voice experiences.

EXPERIENCES

We help brands with immersive experiences across live and on-ground events including MICE, concerts, sports and theme based properties.

TECHNOLOGY

Our portfolio of technology is spread across Web, Mobile, and Cloud. We have been helping clients with digital transformation since 2009.

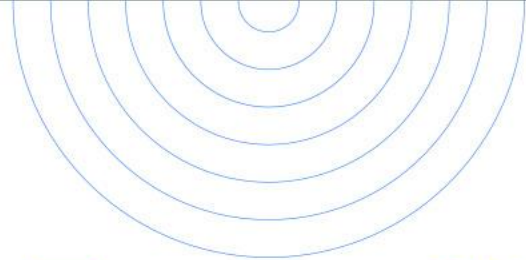
WEB 3.0 & METAVVERSE

Embrace the new wave of technological revolution that's redefining the web as we know it. Mint your NFTs, start a DAO, build dApps and more.

MARKETING

360 degree marketing solutions across design, strategy, advertising, performance, activations and experiences, advice and public relations.





Agrahyah

Abbott

DIAGEO

**TATA
MUTUAL
FUND**

Google

HYUNDAI

**RED CHILLIES
ENTERTAINMENT**

rb
HEALTH • HYGIENE • HOME

Hindustan Unilever Limited

amazon

**MARUTI
SUZUKI**

**SBI Life
INSURANCE**

HONDA

DBSBANK

Mahindra

LUPIN

KPMG

**UnitedHealthcare
PAREKH**

SAMSUNG

Spotify

**Wildlife
Conservation
Trust**

LUMIFORD

aws

**TATA
CONSUMER
PRODUCTS**

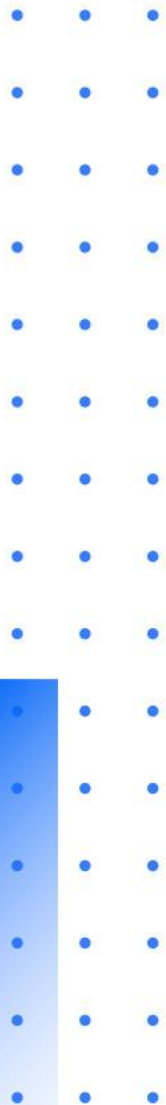
LinkedIn

BALAJI

CEAT

**बैंक ऑफ बड़ौदा
Bank of Baroda**

CLIENTS



Wall of Fame at **Agrahyah**



Alexa Agency Summit 2018
Agency Of The Year



Tech India
Best Tech Start-Up of The Year



Amazon AI Conclave 2018
Alexa Popular Agency



StreamCon 2020
Best Content Creator (Bronze)



StreamCon 2020
Best Brand and Podcast Integration (Bronze)



DigiPlus 2022
Regional Digital Campaign (Silver)



Buzz In Content 2020
Best Podcast Content of the Year



Inkspell 2021
Best Local Language Content Podcast

AWARDS



Wall of Fame at **Agrahyah**

AWARDS



Digipub 2019
Best Hindi Podcast
(Gold)



Inkspell 2019
Best Vernacular
Content



Digies 2020
Best News Content
on Podcast (Gold)



Inkspell 2020
Best Business Content
on Podcast (Gold)



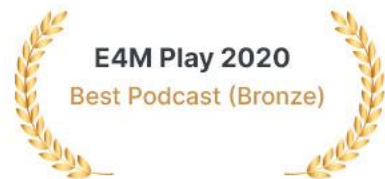
Inkspell 2020
Best Local-Language
Content on
Podcast (Gold)



Inkspell 2020
Best News Content
on Podcast (Gold)



E4M Play 2020
Best Podcast (Bronze)



**ETBrandEquity
SPOTT Awards 2021**
Game Changer of the Year
Audio Streaming (Gold)



StreamCon 2020
Best Podcast (Bronze)



VOICE



Alexa Skills

We are pioneers & Award Winning in designing and developing Alexa Skills for Amazon Echo devices. We even made Alexa speak Hindi for the first time ever!



Google Assistant

Turnkey development of Actions on Google (AoG) to get your brand on Google Assistant.



System Integration

We add a layer of Voice UI to white goods and connected devices including speakers, TVs, and more through AVS and Assistant.



Get your brand 'On Air' with aawaz.com

aawaz.com is largest podcast and spoken-word audio network in Indian Languages. We are collaborating with select brands to create shows, podcasts and more. You can be part of it too.



Contact Center AI

AI and Cloud solution for Omni-channel customer support across Chat, Voice and Human agent with Google Contact Center AI.



Voice and Audio Content

Agrahyah has in-house team and capabilities to script, produce and record audio content such as podcasts, narrations, shows to fit your voice strategy.



Custom Voice Assistant

Voice is the new touch, and If you want a voice assistant built into your app, we can help you build your own voice assistant.





The power of connected cars, with just your voice

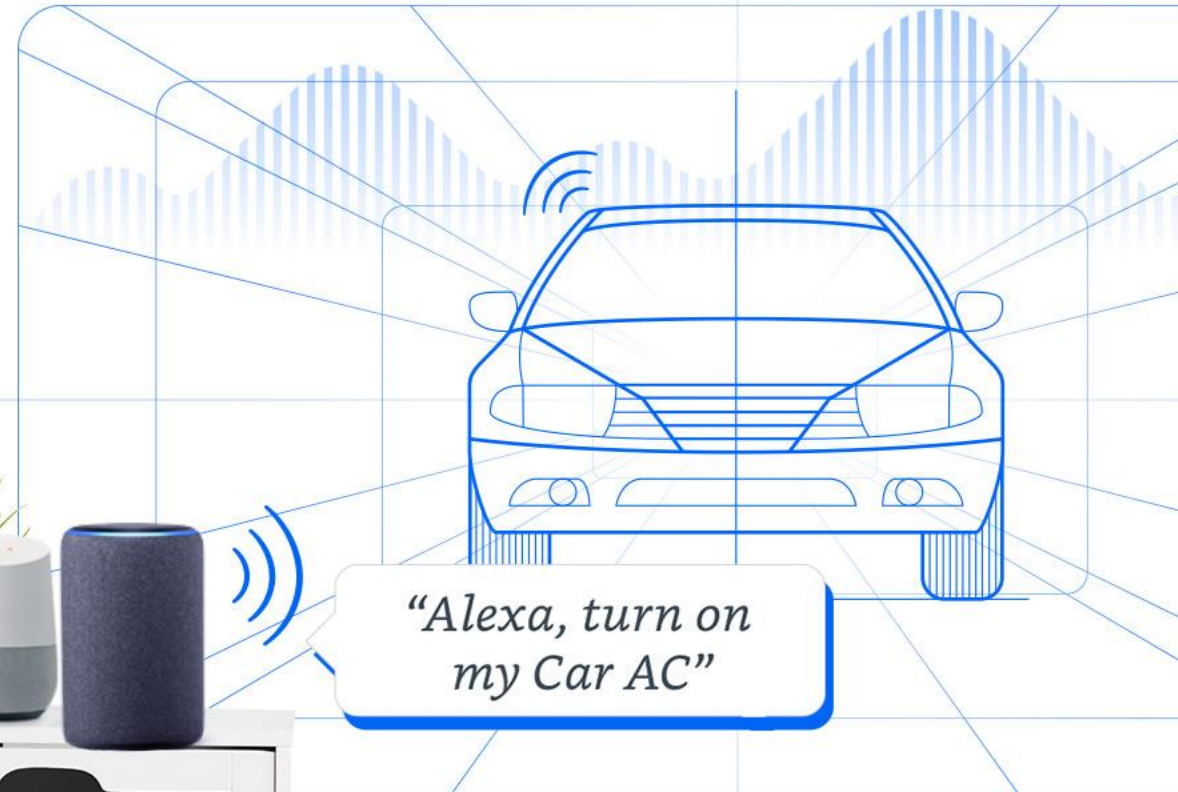
Using Conversational AI to remotely control car for 3 major OEMs

At Agrahyah we pride ourselves as India's first voice agency, we have designed, developed and implemented 'connected cars' with Amazon Alexa & Google Assistant for 3 major OEMs.

Customers can opt to remotely operate their cars for over 60 features including ignition on/off, climate control, door lock/unlock and more.



"Alexa, turn on my Car AC"



Connected Cars

VOICE

A Contextual Chat with Home Buyers

What if voice assistant can have a pep talk with prospective customer waiting at lounge until a sales manager is available to take them on site tour?

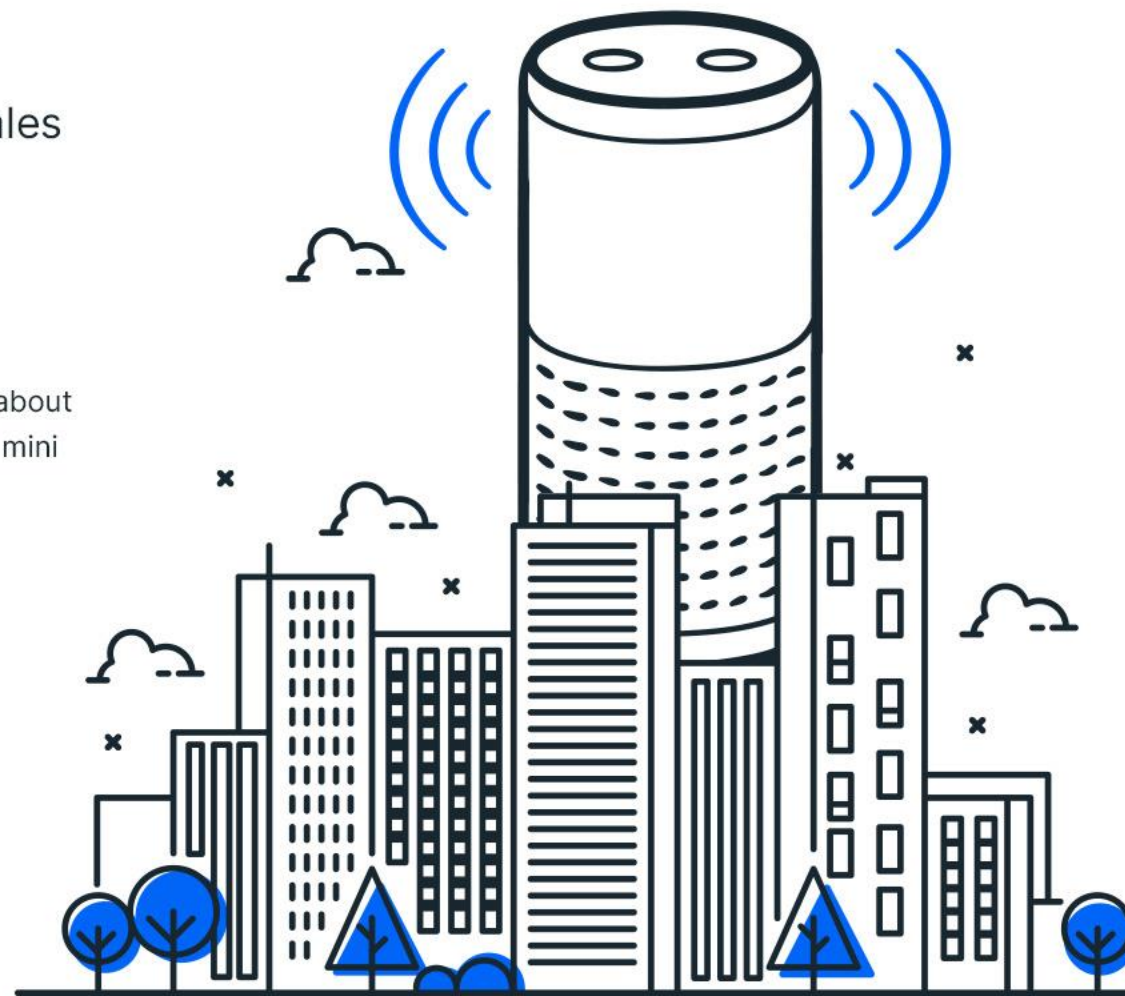
We built an useful, relevant and knowledgeable Alexa skill that not just has a chat with prospective customers, but can also engage people in the context of the project.

The Alexa Skill was developed, completely packaged with information about the upcoming residential project. An Amazon Echo device along with a mini pull up poster was set up at waiting lounge to inform customers that they can converse with Alexa.

Outcome: Overall reduction in frustration and increase in immersive brand experience.



"Alexa, open puraniks s. i. p."



Redchillies (Zero)

VOICE

Converse with Alexa, but in SRK's Voice!

Promoting ZERO movie through fun conversations on Amazon Alexa

We got the world's biggest movie star-Shah Rukh Khan to be on Alexa in style, we designed and developed an exclusive Alexa Skill in partnership with Amazon and Red Chillies Entertainment to promote Bauua Singh, the quirky character played by SRK in the movie.

This is first of its kind innovation the industry have never seen before lets consumers interact with Alexa in SRK's voice to get dialogues, jokes, and shayaris.

*"Alexa, open
Zero Movie"*



Can you beat AI in India's oldest singing game?

Game on with Gaana Antakshari on Google Assistant

People can sing a song to "Gaana Antakshari" AOG and the assistant would sing back a real Bollywood song with the last letter of the song that the user sang.

The fun game continues!

The AOG is one of the most popular experiences on the assistant with 3+ Mn sessions and 2+ Mn unique users.



Ok Google, play Gaana Antakshari



AI to help you secure your financial freedom

People may get a moment of reckoning to consider insurance at any time, anywhere, to plan their future or secure the financial freedom of their loved ones. How can SBI Life provide ready answers?

Agrahyah custom built an Action on Google and Alexa Skill that answers all the questions a prospective customer has about products, solutions and the brand. We also extended a voice search feature on SBI Life's website to search with Voice and get Audio answers.

Outcome: Consistent user adoption to seek information with voice on all modes. Reduced friction on user experience.



VOICE

United Healthcare Parekh

Put Alexa on Hold

Outgrowing contact center agents' time by empowering customers with self-serve options

No one likes to be put on hold when reaching a brand. Instead of increasing the number of agents in the contact center, we worked with UHCP to empower customers with options of self service using Alexa at the comfort of their homes.

Agrahyah developed an Alexa Skill that provided a step-by-step walkthrough on each field of the multiple page form. Users can stop, repeat, resume or put Alexa on hold. It also had an inbuilt jargon buster to get clarity on insurance terminologies.

Outcome: There is a steady adoption of usage among policyholders and thus saving precious man hours at the call center.



TECHNOLOGY



Web

Developing immersive and responsive web experiences that drive commerce, product discovery and reach.



Mobile

Turnkey design and development of mobile web and mobile applications for all leading operating systems.



Cloud

Google Certified Cloud partner for digital transformation, data architecture, scale and elasticity for hyper growth companies on multi cloud.



Ecommerce

Experience in developing custom e-commerce engines for D2C and helping brands explore 3rd party market places.



Marketing Automation

Applied AI and data analytics for digitising and automating marketing functions across growth, retention and churn management.



TECH STACK



Front End



Mobile



Backend



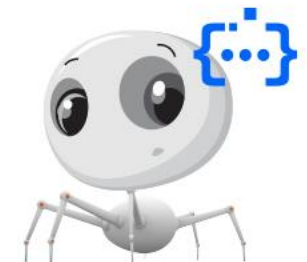
Cloud



Conversational AI

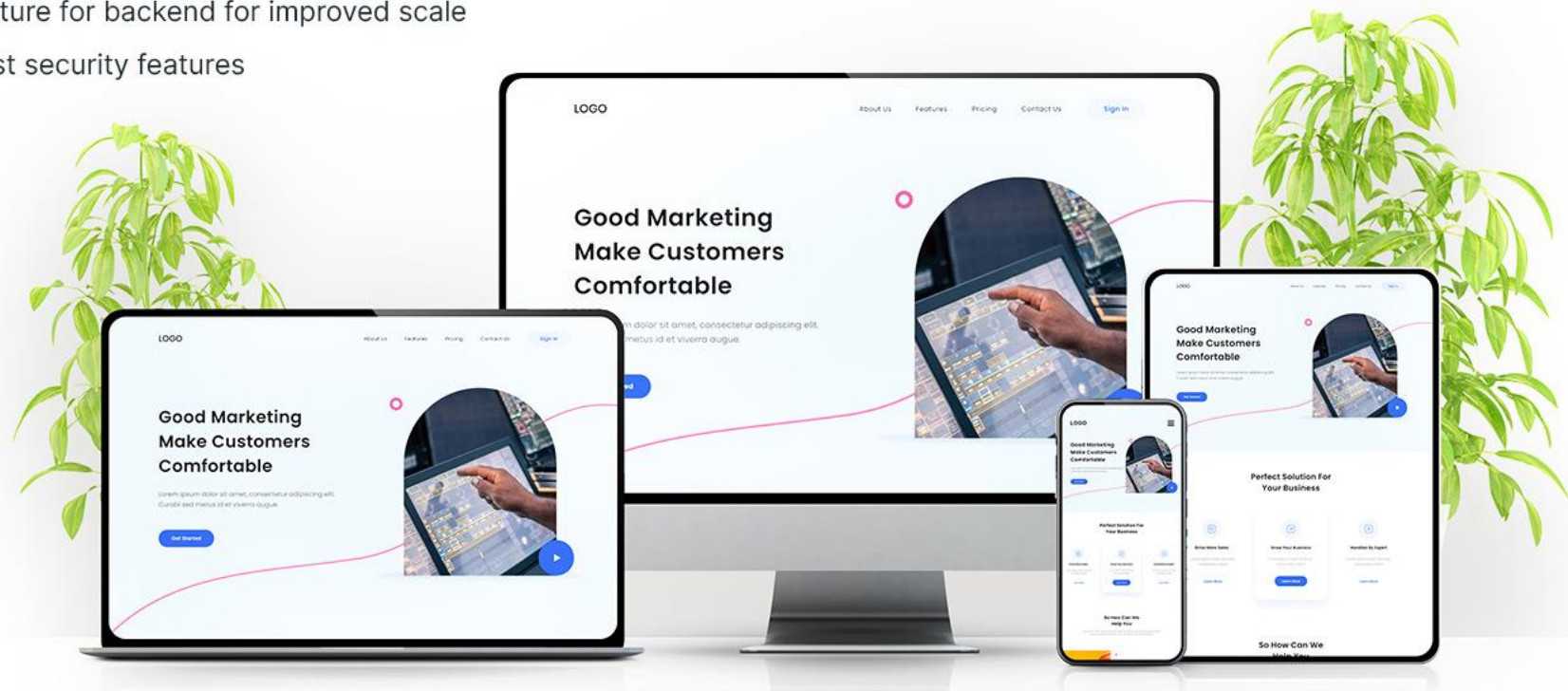


Platforms

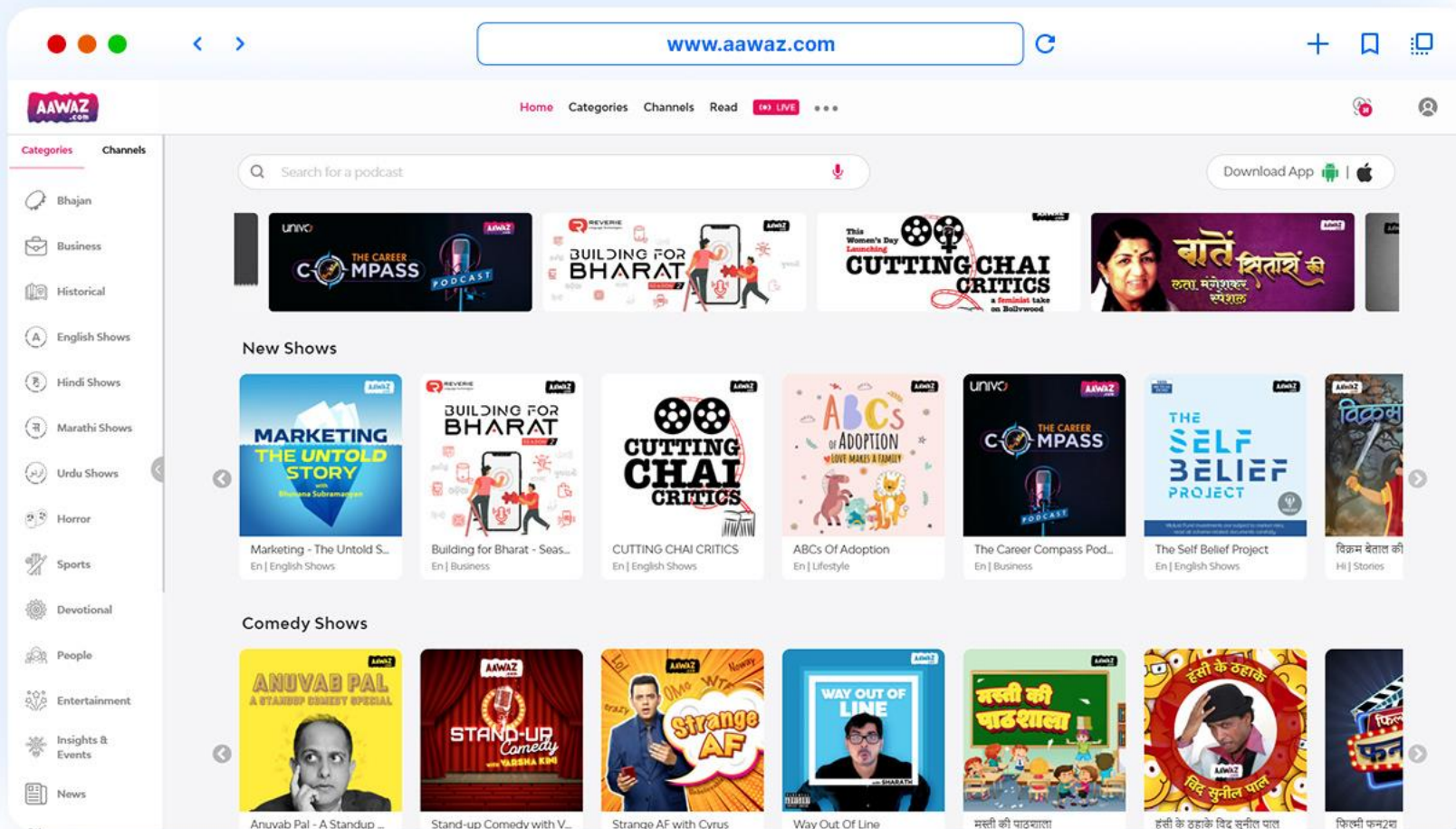


We specialise in designing and developing websites that are

- Responsive across devices and screen
- E-commerce and custom solutions for enabling trade
- SEO optimised for better organic reach
- Cloud based architecture for backend for improved scale
- Faster load and robust security features



aawaz.com is the largest podcast network in Indian languages. We built the responsive website that can work seamlessly across screens and devices for buffer free streaming experience.



Design and development of website for Balaji Telefilms, the listed entity where investor Relations are top priority.

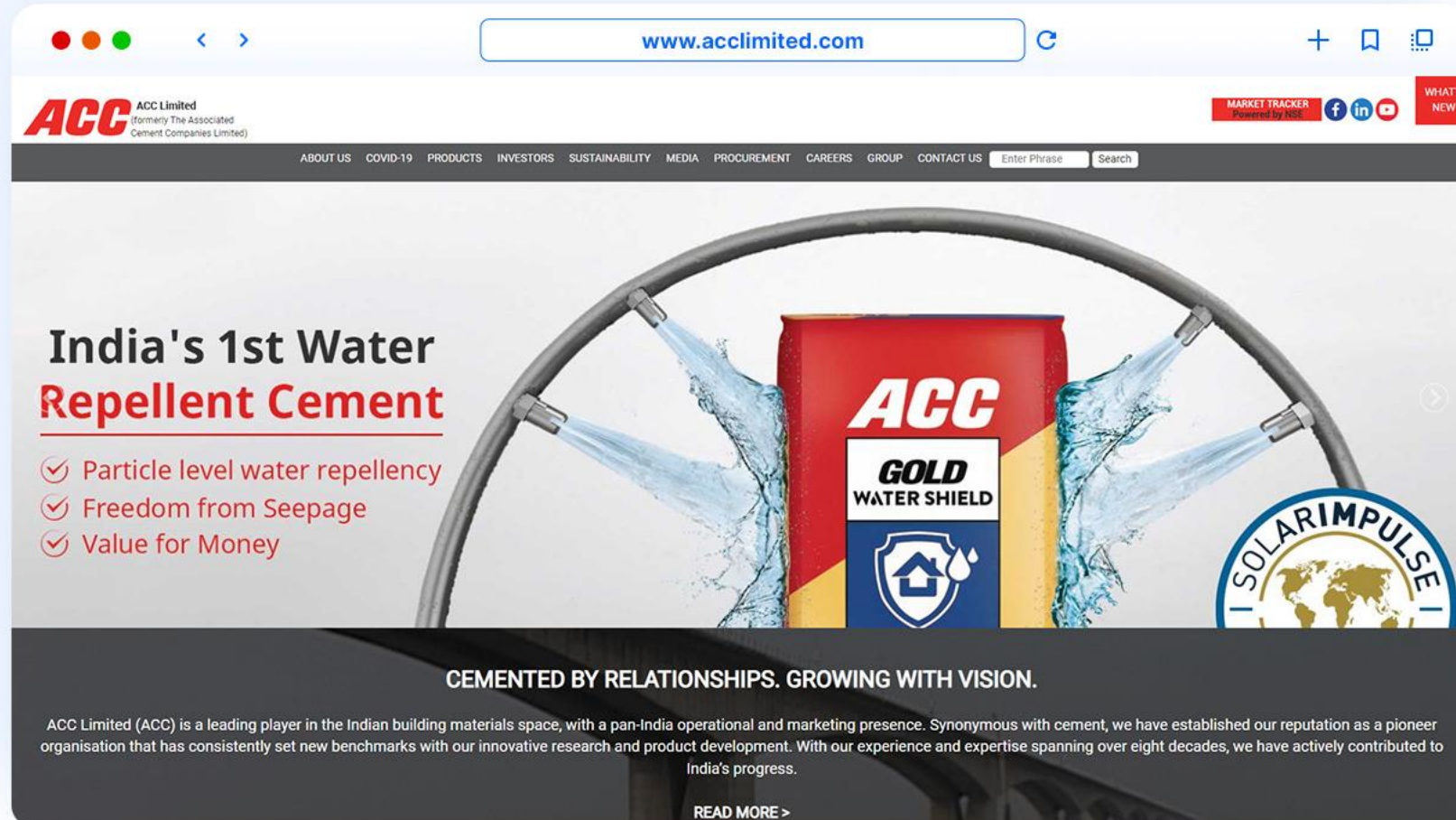


Balaji Telefilms

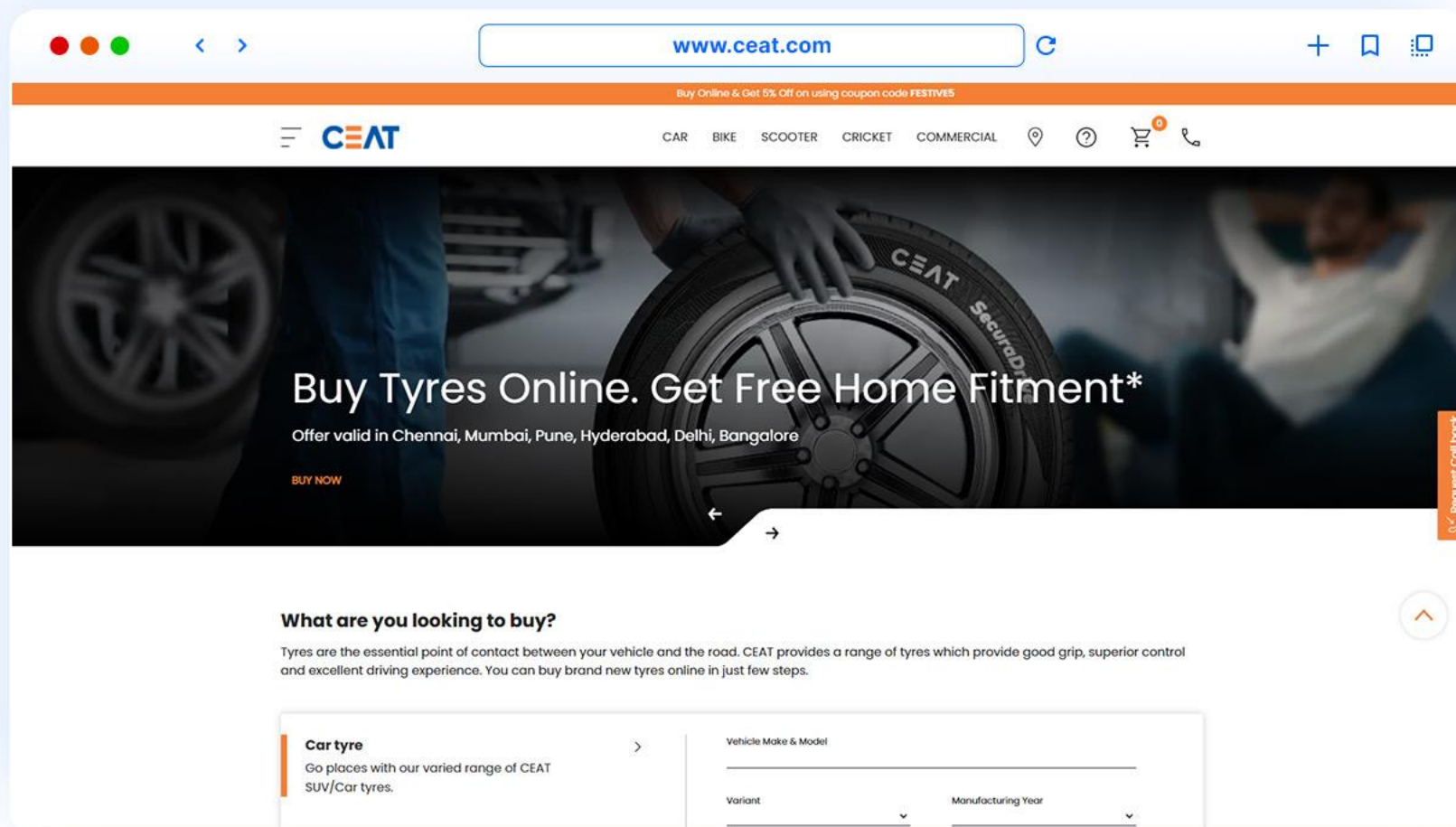
TECHNOLOGY



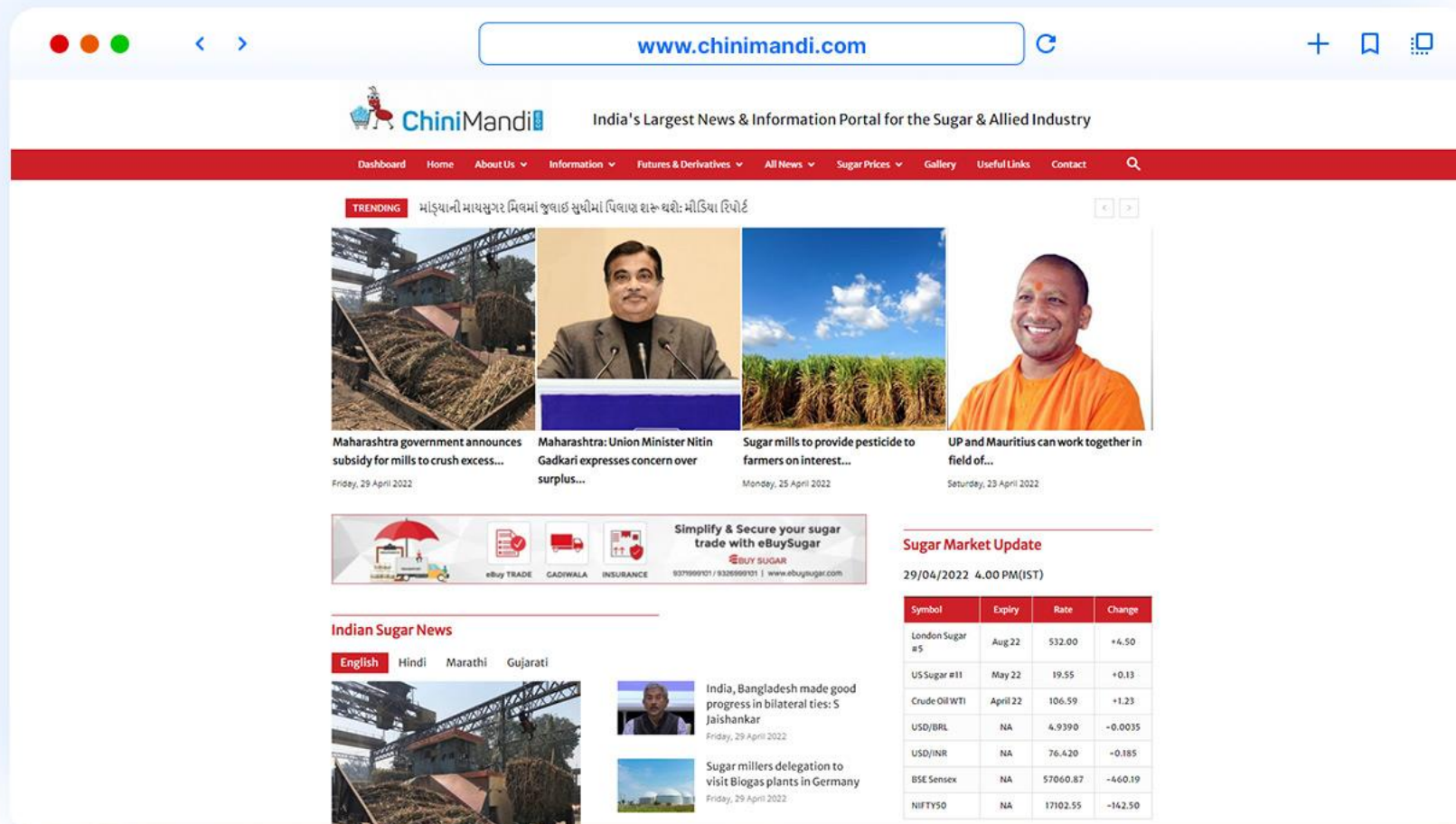
ACC is among the largest cement brands in India. We built the entire website with customised CMS and responsive design.



Compare and buy online solutions for CEAT Tyres with custom CMS and analytics optimised for sheer digital performance.



Custom design and development of CMS and website for ChiniMandi which attracted over 3 million visitors from 200 countries.

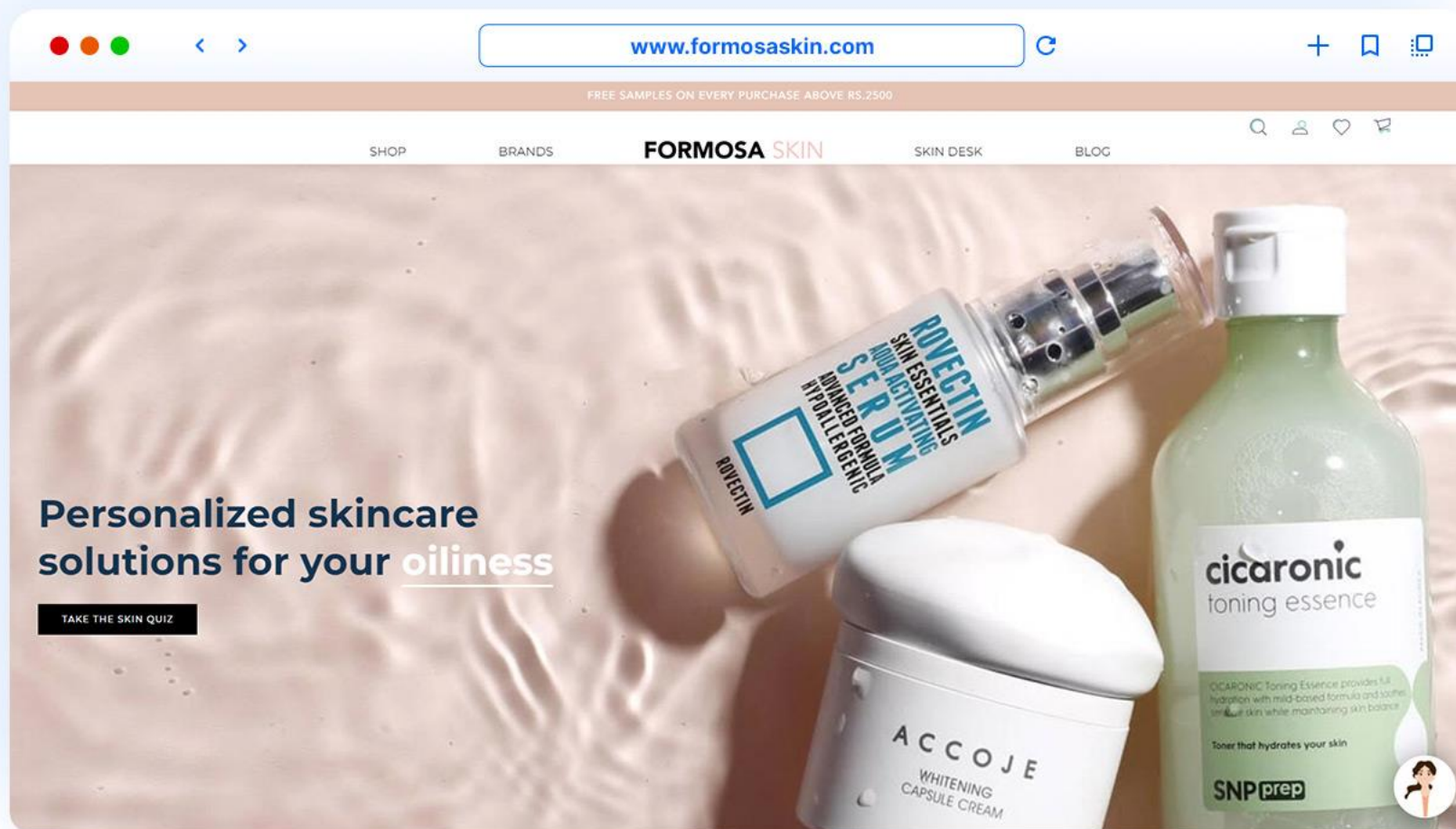


Chini Mandi

TECHNOLOGY



Formosa is a an advisory based skin care platform with e-commerce capabilities.
We developed a custom engine to display products in an expert led mode across screens.

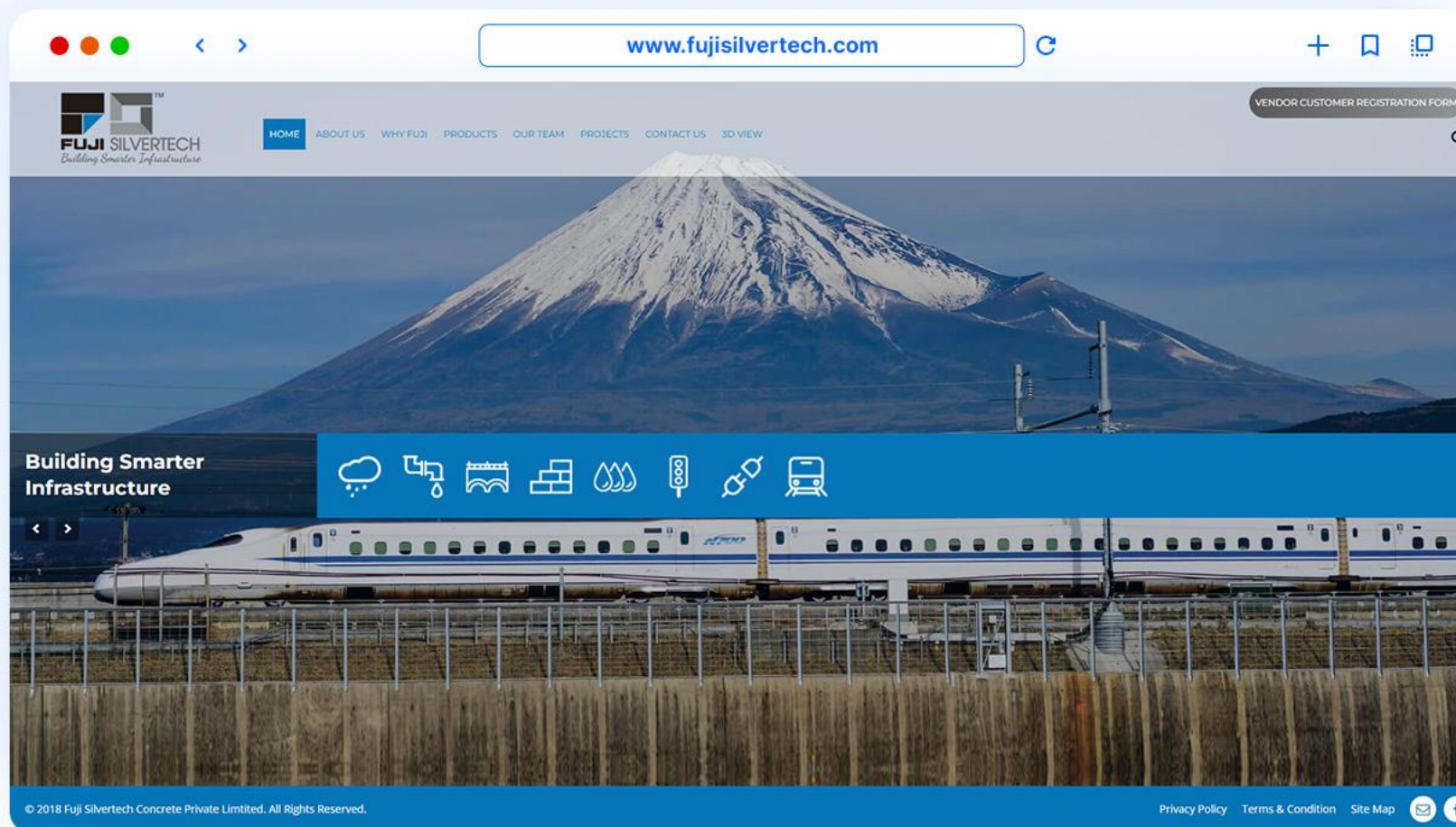


Formosa Skin

TECHNOLOGY



Japan's leading b2b brand Fuji Silvertch is a pioneer in precast concrete. Website was designed and developed to showcase their expertise, diverse solutions across infrastructure requirements.

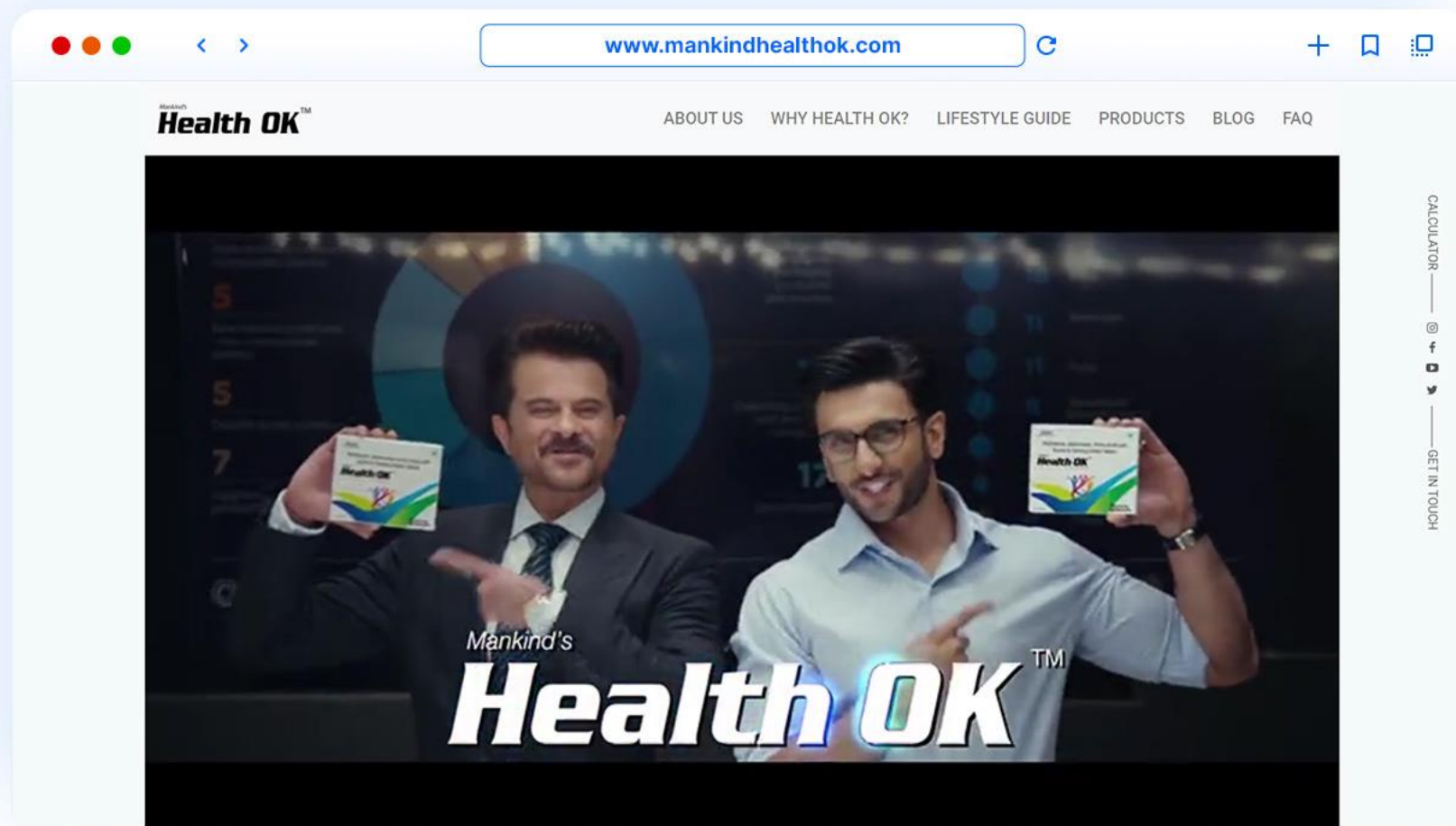


Fuji Silvertch

TECHNOLOGY



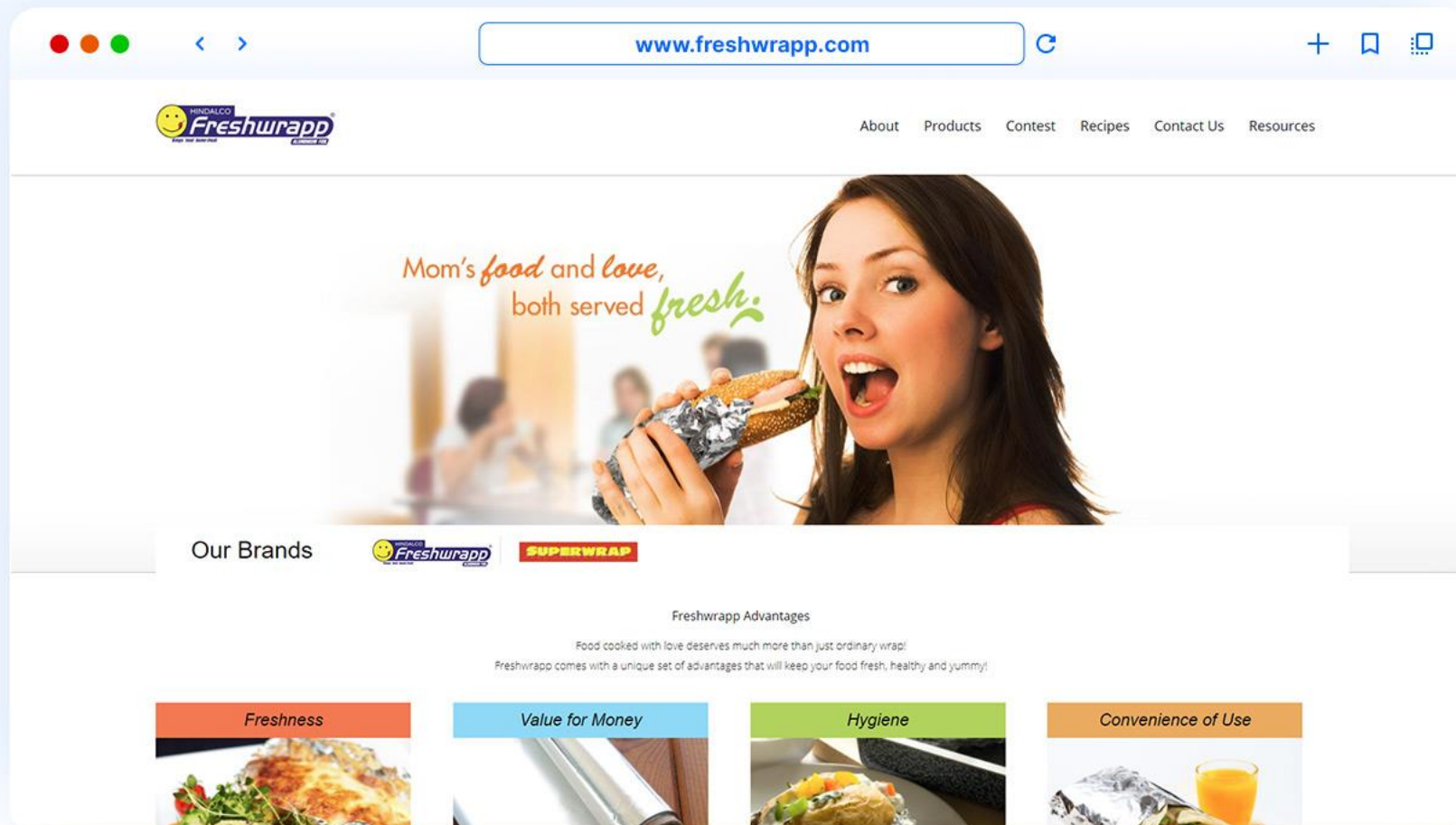
Mankind's Health Ok offers a unique formulation for supplementary health diets.
We designed the website for showcasing the products through rich media.



Mankind's Health OK



Responsive and immersive web design for Aditya Birla's Freshwrapp & Superwrap line of products to communicate the brand's value proposition to the target audience.

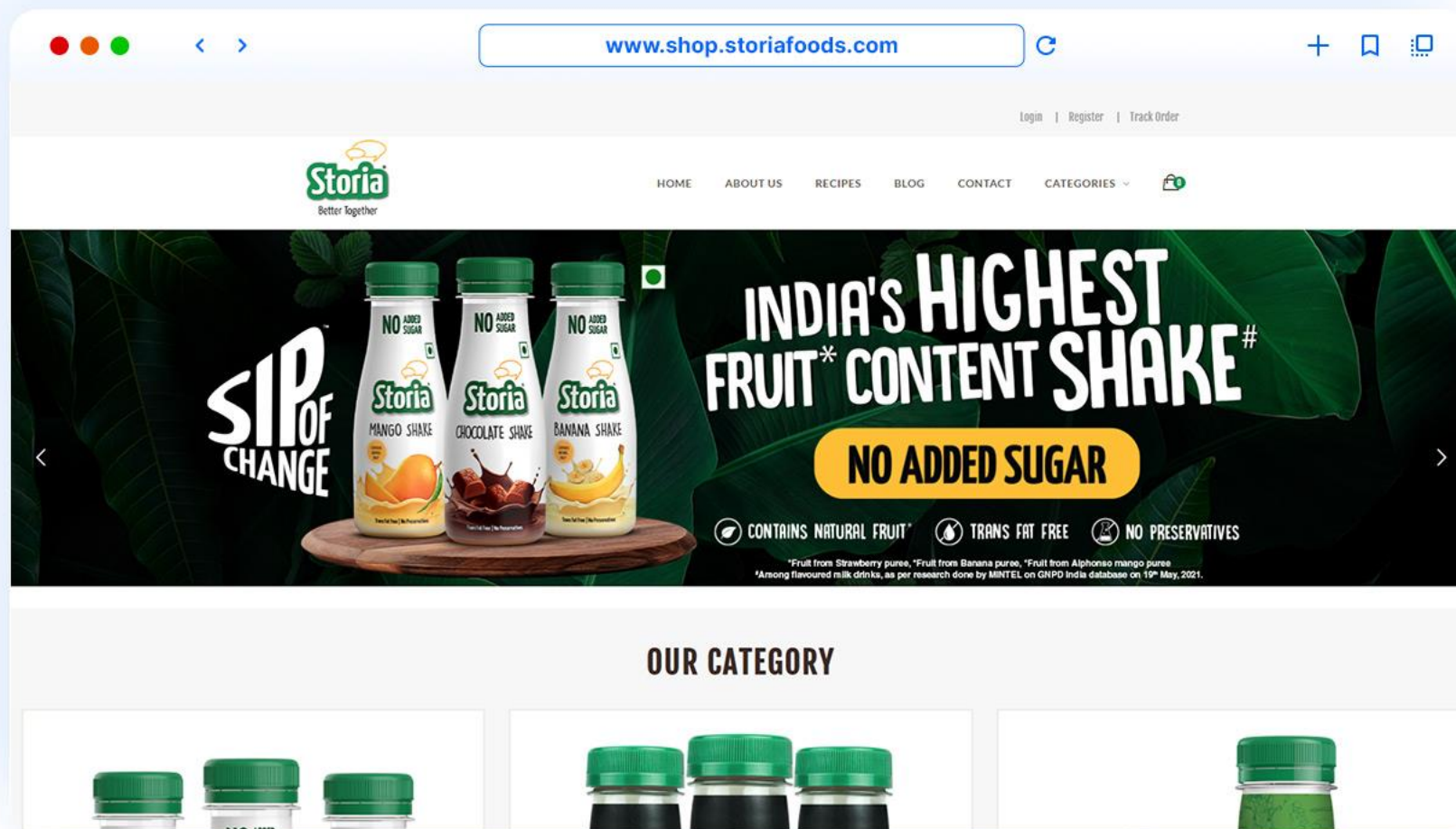


Freshwrapp

TECHNOLOGY



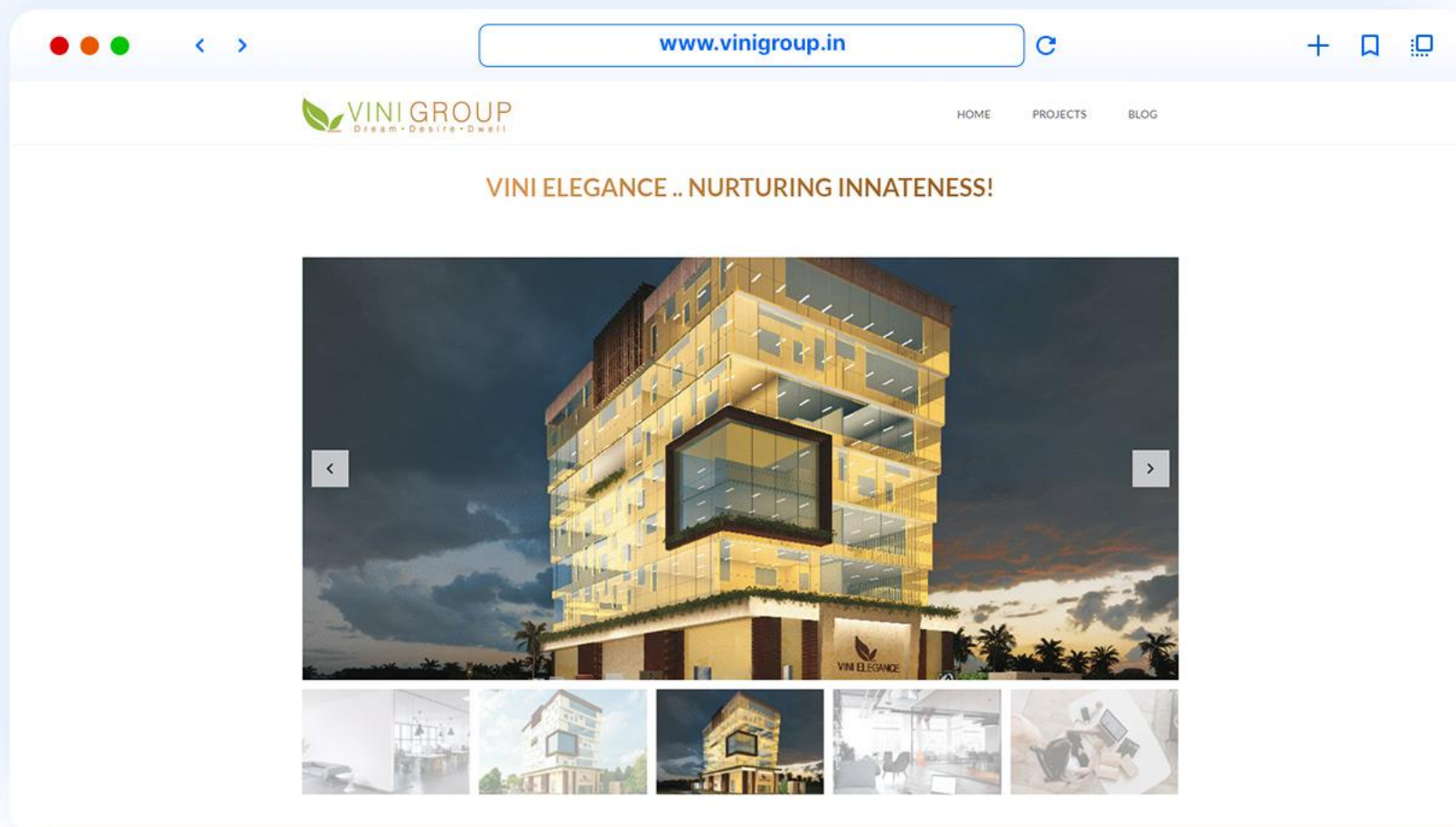
Storia makes yummiest and healthiest of shakes. We designed and developed the website with e-commerce capabilities for easy product discovery and simple checkout.



Storia Foods



Vini Group is a leading realtor in India. We designed and developed their website to showcase their legacy and trust to prospective home buyers.



TECHNOLOGY

Vini Group



We build native mobile applications across:

- Android
- iOS
- KaiOS

TECHNOLOGY

MOBILE APPS

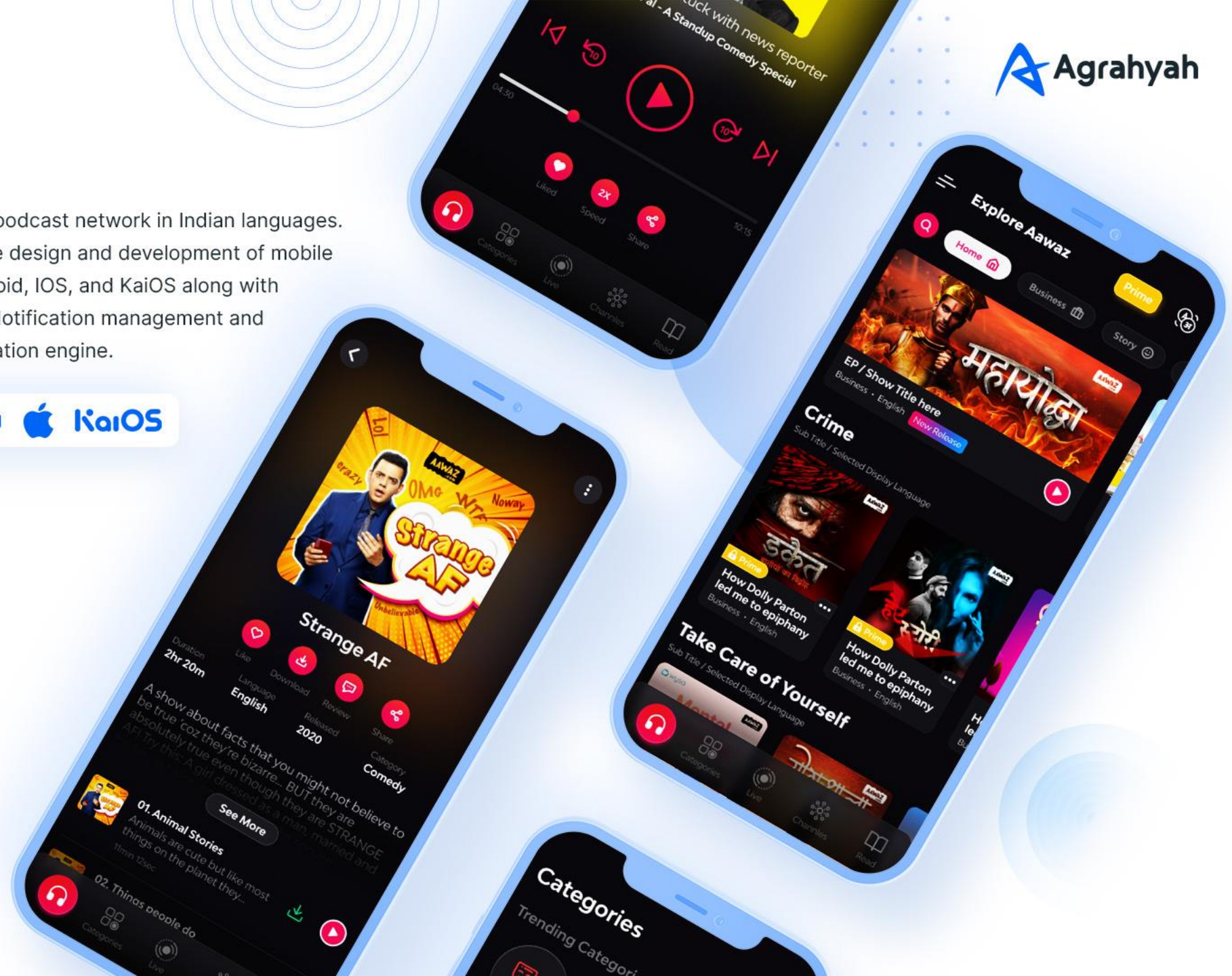


aawaz is the largest podcast network in Indian languages. We handled complete design and development of mobile applications for Android, IOS, and KaiOS along with Cloud Architecture, Notification management and Content recommendation engine.



TECHNOLOGY

aawaz



AOP (alexa on phone)

Alexa on Phone is an innovative app to carry Amazon Alexa on the go with your Android phone. With AOP you can access all the major features of Alexa such as listening to content, get news, weather or control gadgets

App Developed For



By logging in you agree to our [Terms of Use](#) and [Privacy Policy](#)

Agrihike is a 360 degree digital buy sell platform focused on fresh produce with harvesting to logistics services to farmers and bulk buyers.



TECHNOLOGY

AgriHike

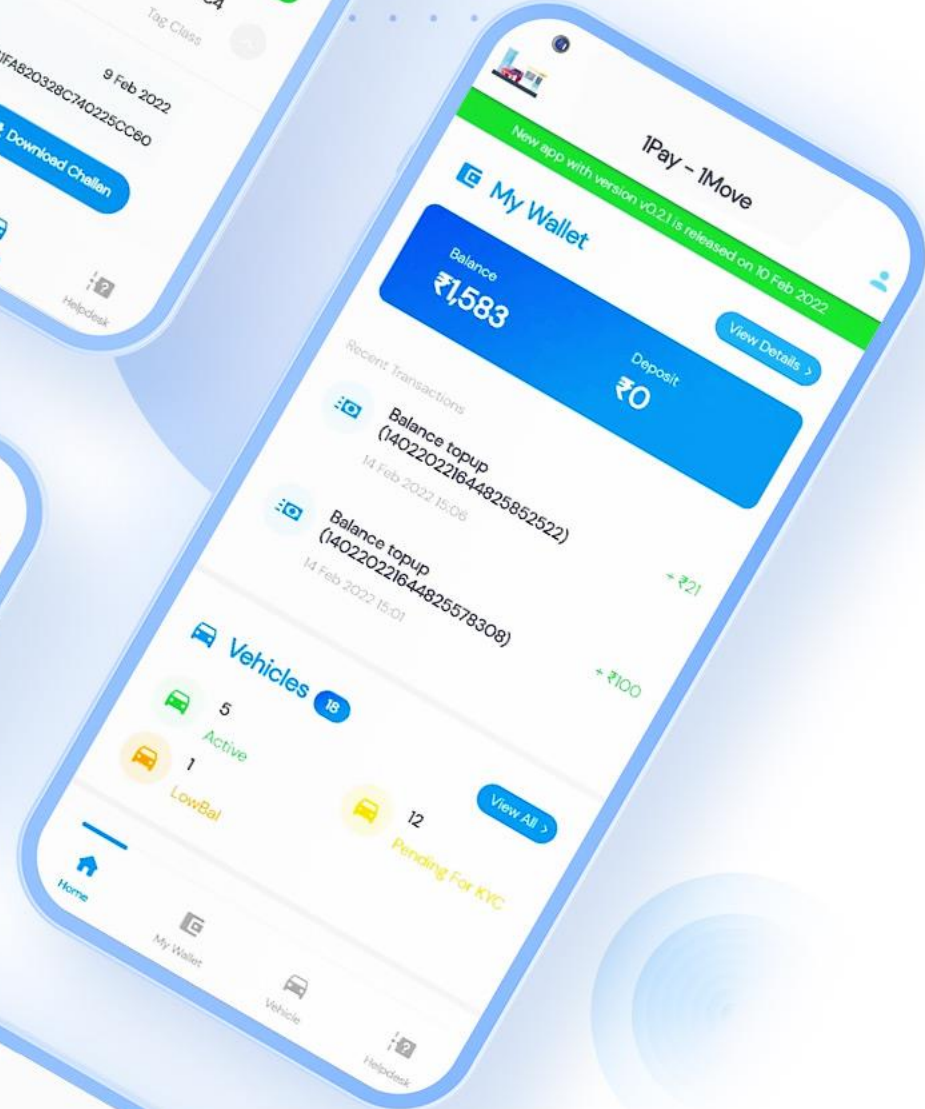
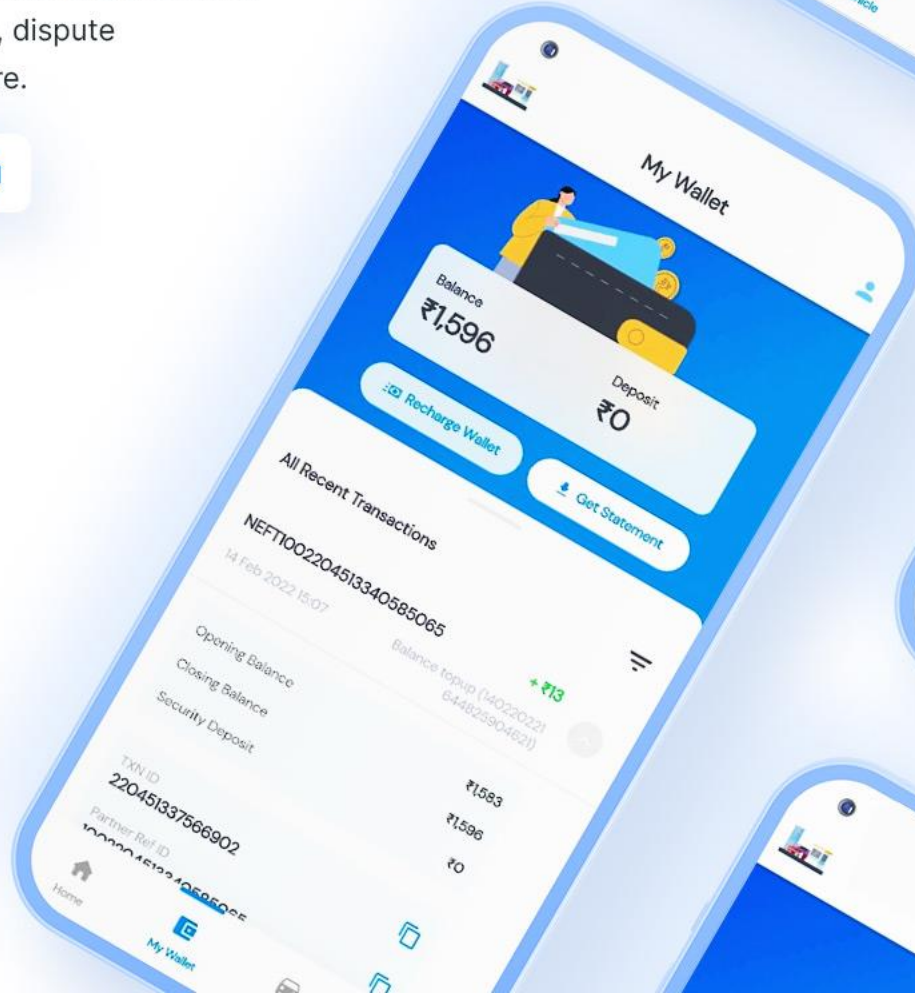


PayOnTheMove

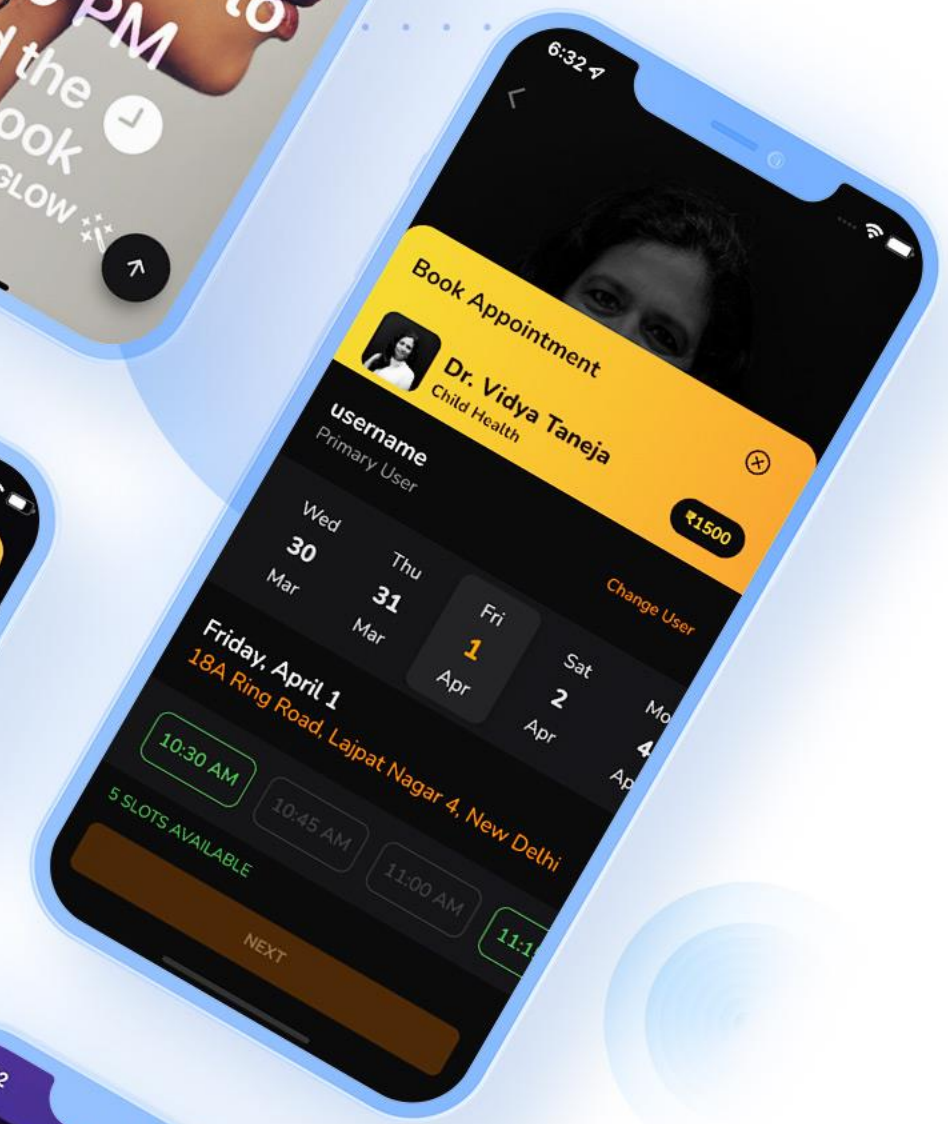
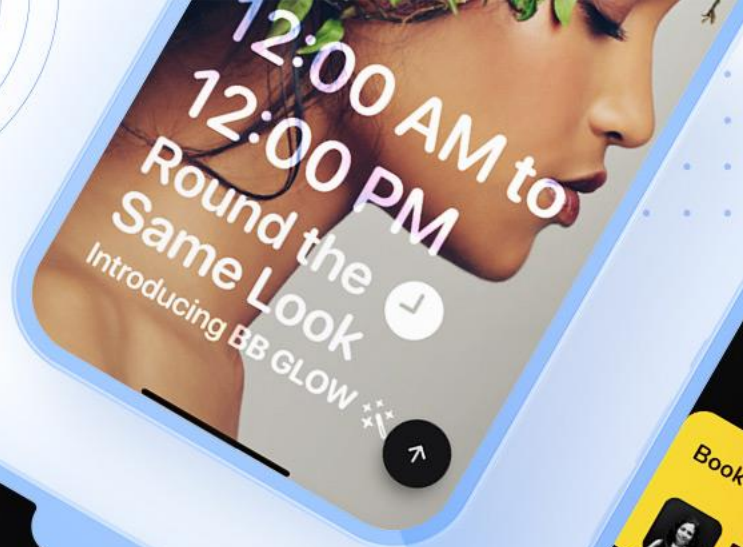
Simple, fast and convenient way to recharge any FASTag.

One single app to manage tag accounts, get transaction alerts, dispute management and more.

App Developed For



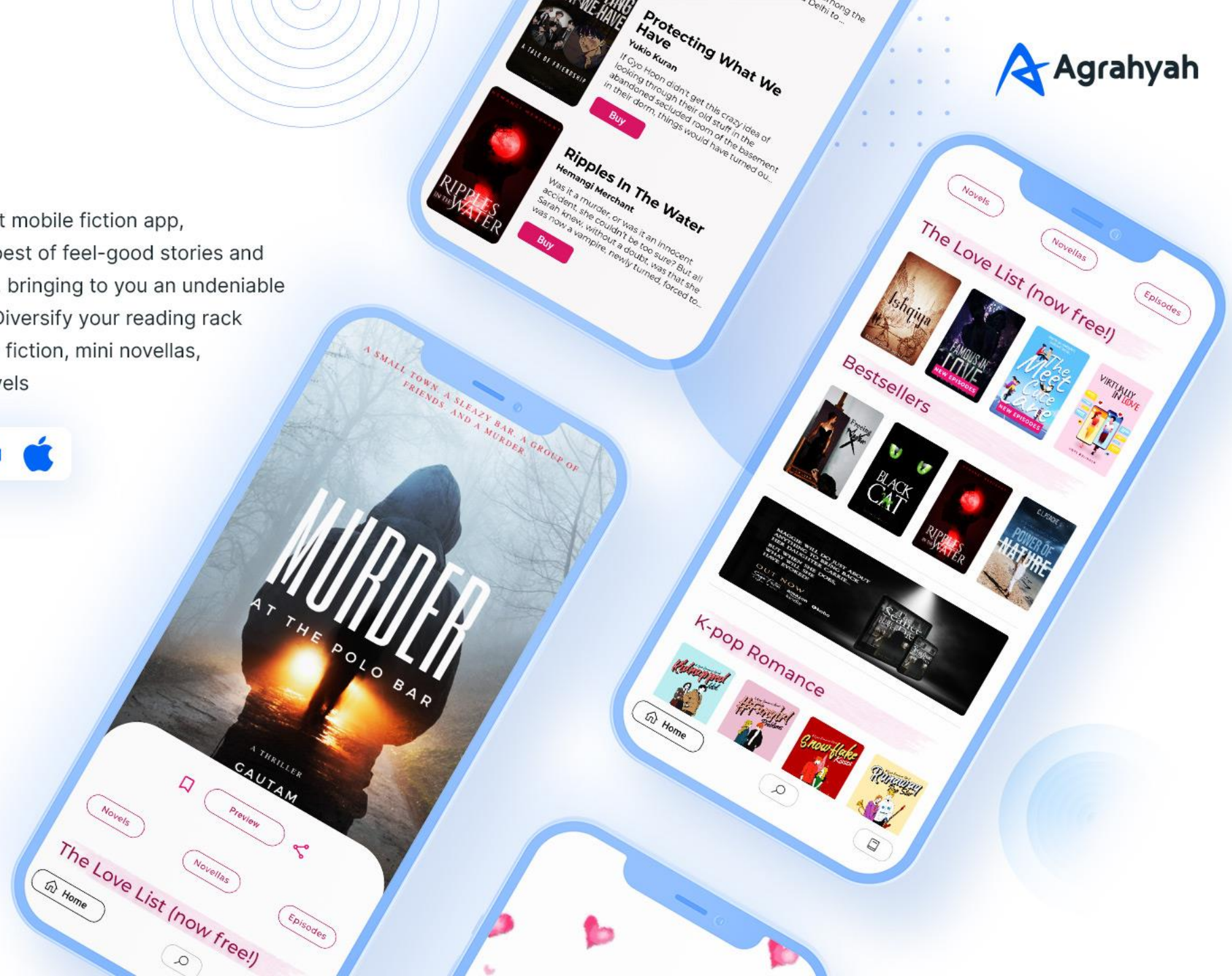
Personalised health insights, tailored content, wellness tips along with appointment management with super specialised doctors and e-commerce for buying medicines. All inside one convenient app.



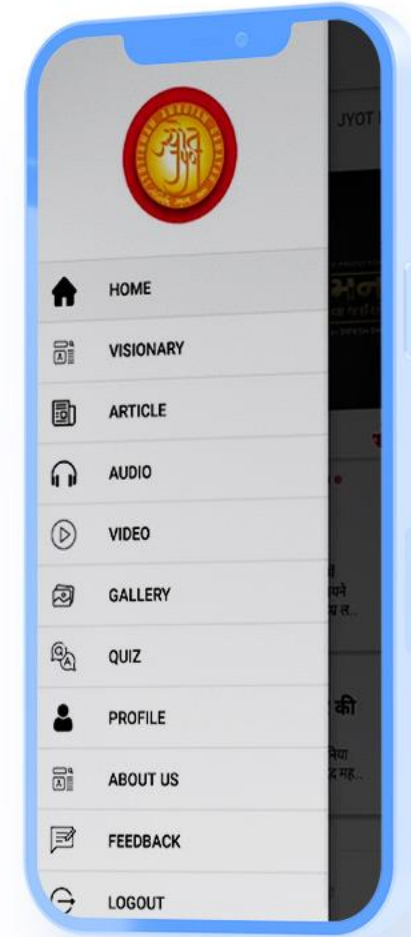
Being India's foremost mobile fiction app, Saga handpicks the best of feel-good stories and contemporary fiction, bringing to you an undeniable reading experience. Diversify your reading rack with Saga's serialised fiction, mini novellas, and page-turning novels



Saga

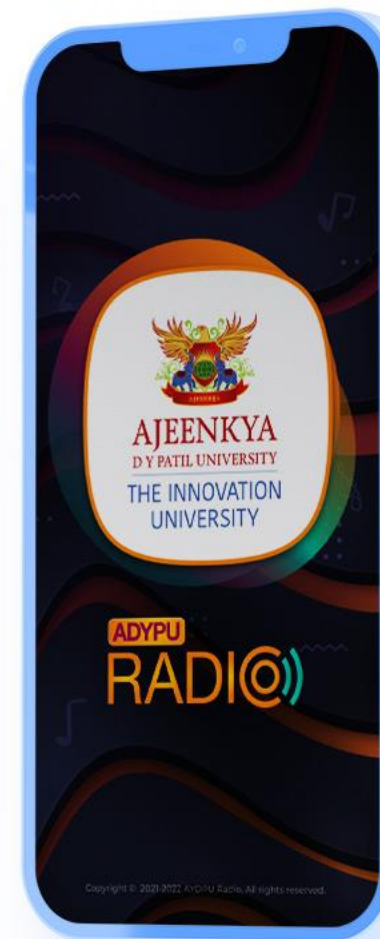


JYOT offers a perfect blend of scientific temperament and religion knowledge system for all age groups, beliefs and level of intellect. We built the complete backend on Cloud and applications on Android and IOS.



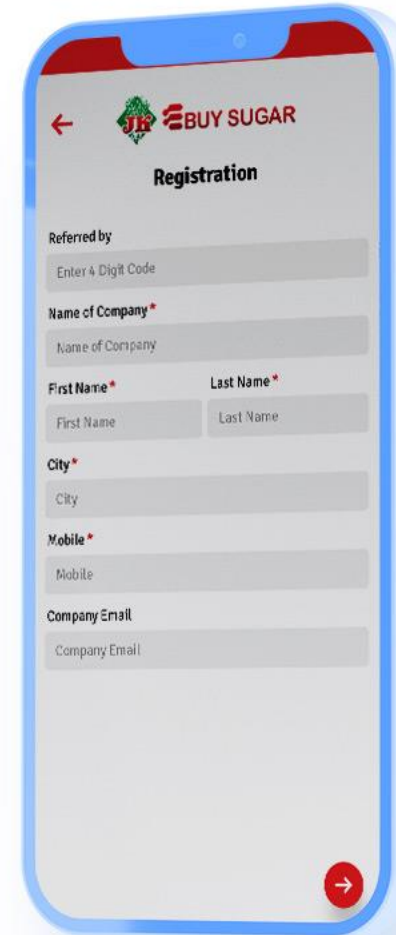
Campus radio application for ADYPU with 24hrs streaming, playlist management and capabilities for Live Radio and podcasts.

App Developed For



eBuySugar is digitising the Rs. 2lac crore sugar industry to get online and trade in a fast, secure and convenient way.

App Developed For



TECHNOLOGY

eBuySugar



ChiniMandi is India's first and world's largest information portal for all things sugar. It attracts visitors from over 200 countries. Agrahyah has built the application with maximum room for inclusion for diverse users around the world to have unified user experience.

App Developed For



MARKETING



Audio innovation for investor education

TATA Mutual Fund aimed to reach and educate audience beyond metros in B30 cities to grow the category. Our insights was simple yet effective, India 2 markets loves audio, since they listen to it on the go and while doing their chores.

We created a complete fictional series called Ishq Bhi, Risk Bhi, which talks about an aspirational youth's journey to becoming a self sufficient man achieving his life goals while wooing the love of his life.

The podcast series is natively integrated with education on SIP, Mutual Funds, and safety aspects of capital markets.

We are in 3rd season and the franchise has garnered a loyal fan base of over 300,000



Building a Business Podcast for The Economic Times

ET is among the oldest and most respected newspapers in the world. In 2020, they had app, web, and print, but audience were increasingly listening to content on the go.

We ideated, created and continue to execute The Morning Brief series of business podcast for ET since Sep 2020.

In a world filled with instant news and trending #tags, The Morning Brief provided a deep analysis on needle moving news events, thrice a week.



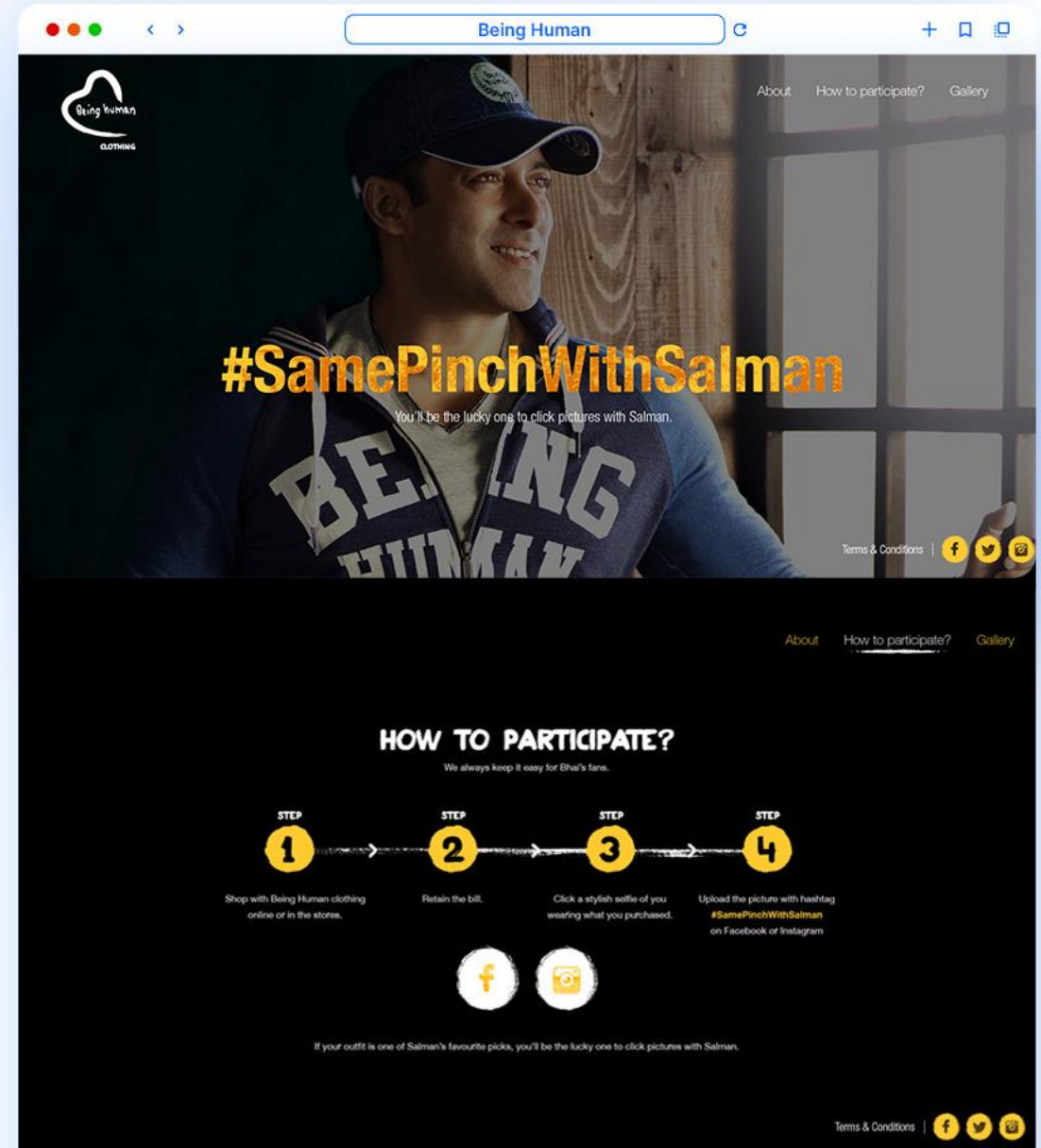
Being Human

#SamePinchWithSalman

Being Human's biggest strength are its loyal audiences and customers, and they would go the distance to meet Salman Khan. We made that task rather simple. Creative idea: This Diwali, If bhai picks what you picked (bought) from our stores, then you get to meet him and take selfies!

Mechanics: The entire activity was centrailed on a campaign microsite, amplified on social media platforms.

Outcome: Massive sales push during diwali, and 3 lucky fans got to meet Salman in person.

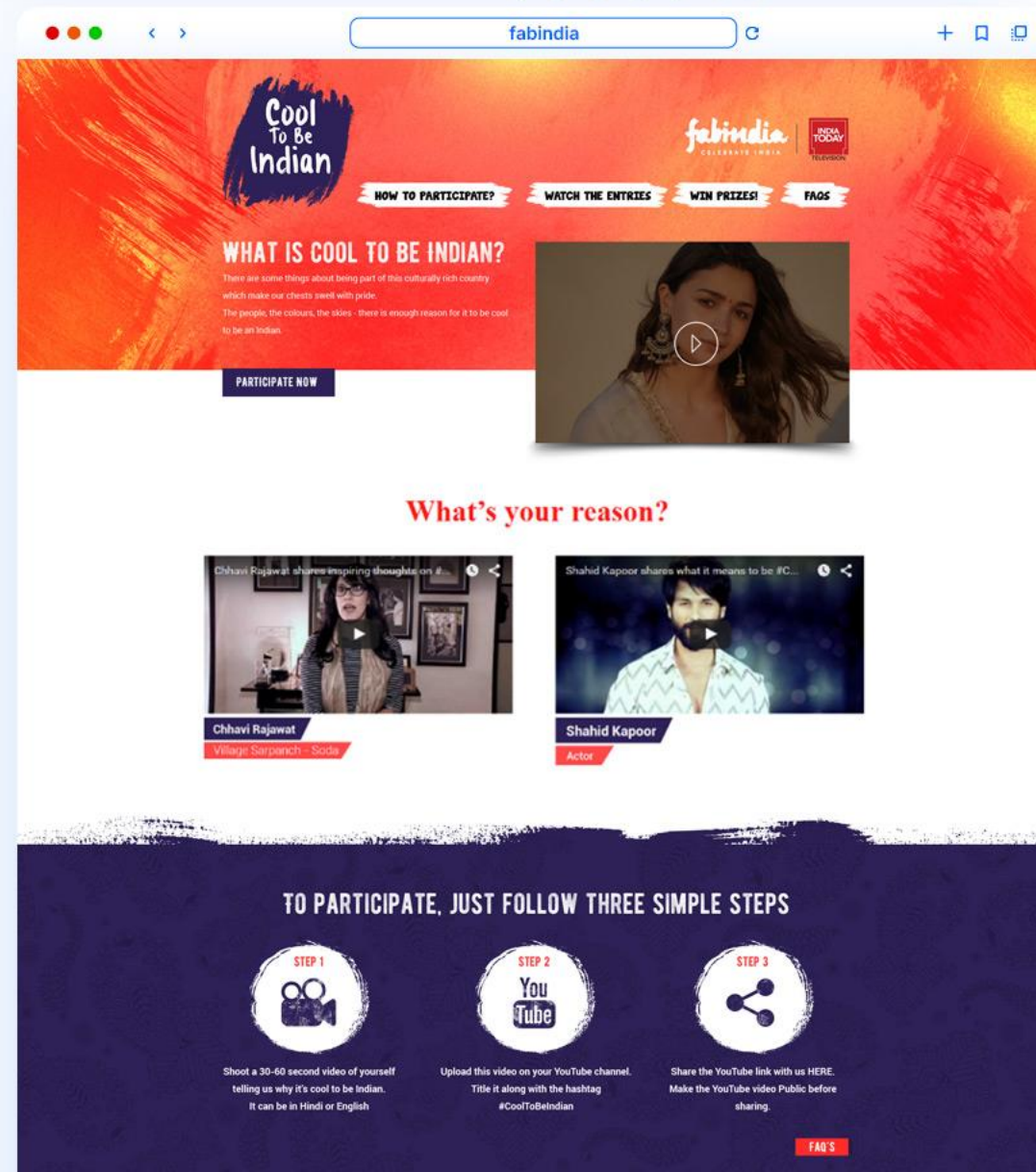


#CoolToBeIndian

is an initiative by India Today and Fabindia to get the youth to express themselves through videos and shortfilms.

Creative Idea: Rope in youth celebrities to garner momentum, Gul Panag, Deepiner Goyal, Shahid Kapoor and Alia Bhatt.

Outcome: Over a million impression and 106 entries in 3 weeks.



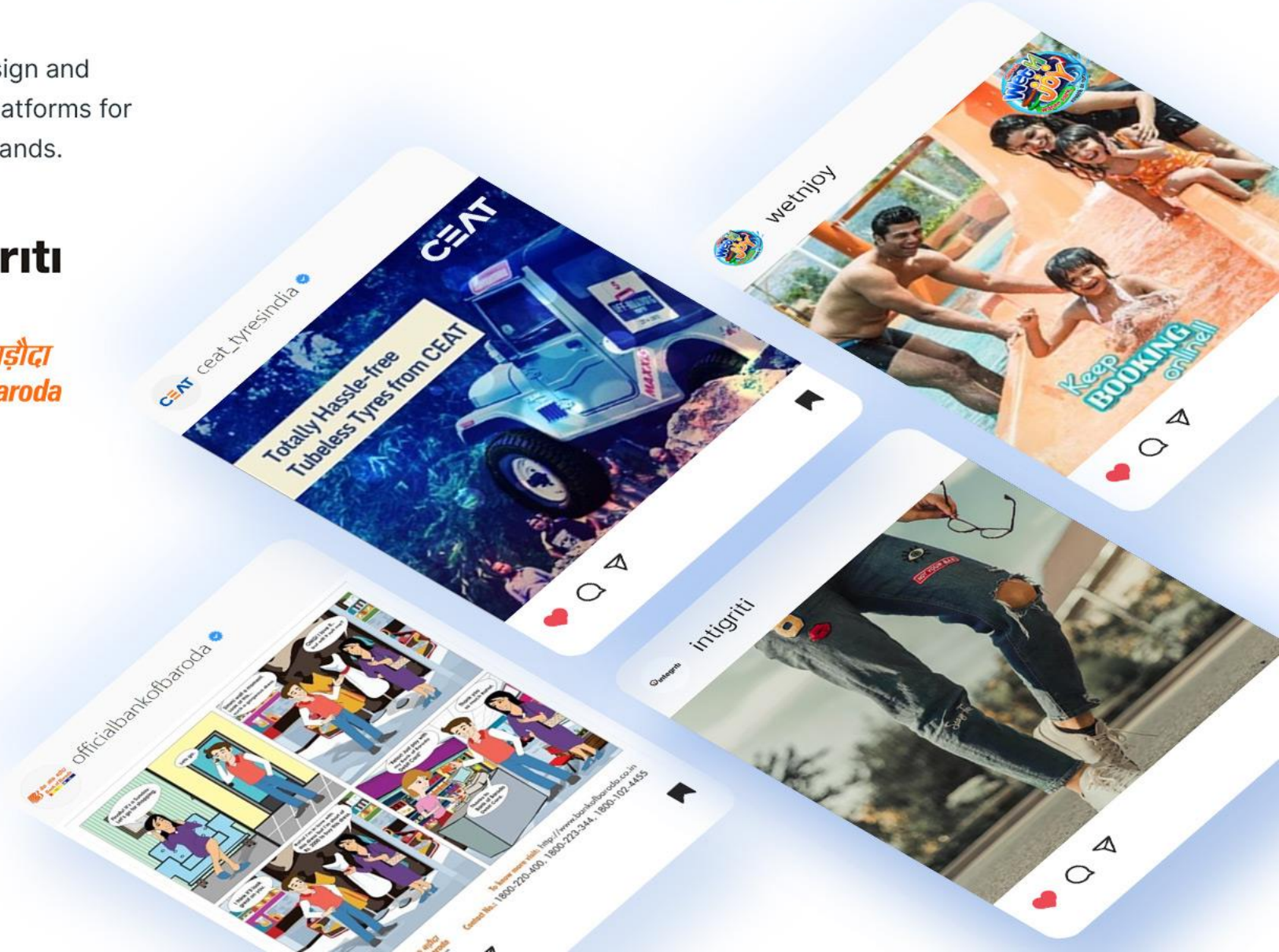
Social Media Management

Engaging content strategy, design and management of social media platforms for amplifying conversations for brands.

CEAT **Integrati**



बैंक ऑफ़ बड़ौदा
Bank of Baroda



Result oriented Digital Marketing campaigns across Google, Facebook and mobile ad networks for lead generation, app installs, and conversions.



The collage features several digital marketing assets:

- Website Banner:** A large banner for Euroclean with the headline "TAKE THE EUROCLEAN CHALLENGE AND ENSURE HEALTHY HOMES". It includes a woman cleaning, a "KNOW MORE" button, and a registration form on the right with fields for Name, Address, Mobile, Email, Pin code, State, and City. The form also includes a "PLEASE FILL IN YOUR DETAILS AND SUBMIT YOUR HOUSE FOR CHALLENGE" instruction and a "I accept the Terms and Conditions" checkbox.
- Aquaguard App:** A mobile app interface for Aquaguard with the headline "PROTECT YOUR FAMILY FROM WATER BORNE DISEASES". It features a woman and child, a water purifier image, and a list of benefits: "DRINK THE HEALTHIEST WATER ON EARTH!", "No Virus", "No Lead", "No Hardness", "No Bacteria", and "No Chlorine".
- Euroclean App:** A mobile app interface for Euroclean with the headline "ULTIMATE CLEANING CHALLENGE". It features a woman cleaning and a "CHALLENGE ACCEPTED" button.
- Wet Joy App:** A mobile app interface for Wet Joy with the headline "Keep BOOKING online!". It features a woman and child in a pool.

Performance Campaigns

EXPERIENCES



LIVE EVENTS

Corporate Experiences

Concept, design and turnkey execution for b2b and enterprise clients across India.

- Conferences
- Roadshows
- MICE
- Product Launch
- Webinars

B2C Experiences

Immersive concepts for activating your brand in engaging and live formats.

- Sports
- Concerts
- Theme Party

ON-GROUND EVENTS



Sugar and Ethanol India Conference 2022

Global Sugar and Ethanol Conference, witnessed presence of two cabinet ministers, along with delegates across the Sugar Value Chain.

Our Role:

Turnkey execution

Location:

Mumbai





VOICE Talks India

Advocacy and knowledge series targeting CXOs, Agencies and Developers for evangelising Google's Voice technology - Google Assistant through a five part webinar series

Our Role:

Concept, Idea, and Turnkey execution

Location:

Online



Google for Work

Multi city road show targeted at CXOs to understand and experience Google suite of products for work.

Our Role:

Turnkey execution

Locations:

Ahmedabad, Mumbai, Pune, Surat & Bengaluru



LinkedIn MTV India 'Get a Job'

Roadshow at top 20 colleges across four cities to evangelise LinkedIn and register signups from young graduates.

Our Role:

Turnkey execution

Locations:

Mumbai, Pune, Bengaluru, Delhi



FintegrateZone 2017

Bringing together industry leaders, startup founders and developers from BFSI and FinTech for 3 days of ideas, collaborations and networking.

Our Role:

Content strategy & Integrated marketing

Location:

Mumbai



JK Wealth Management

Launch of JK Wealth

Roping in celebrity Neil Nitin Mukesh for launch of JK Wealth Management.

Our Role:

Celebrity management and Turnkey execution

Location:

Kolhapur



Kolhapur Run 2015-2022

What started as a cult event with 2000 people is now an iconic annual property of South Maharashtra. Kolhapur Run garners over 14,000 participants.

Our Role:

Turnkey execution and IP management of the property

Location:

Kolhapur



Navratri Garba with Falguni Pathak | 2013-2019

The biggest of the Navratri Garba with Falguni Pathak in Mumbai, the annual property attracts over 12,000 people each night.

Our Role:

Ticketing, Cash management, Live streaming, and Sponsorship management

Location:

Mumbai



**Mangal
Entertainment**

EXPERIENCES

Niladri Kumar Concert

A concert with a soul, Niladri and other megastars performed to a packed audience at Mumbai to raise funds that supports orphaned children.

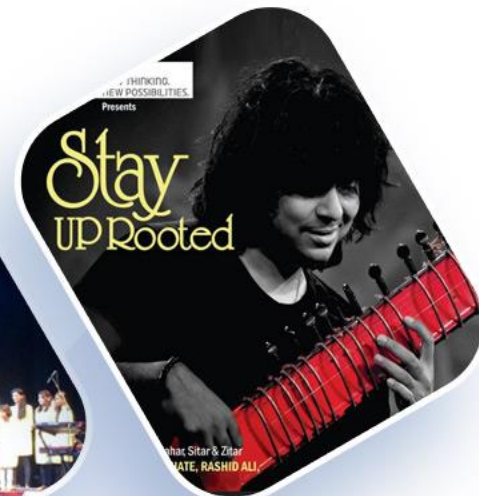
Artist Ensemble: Niladri kumar, Padmashri Vijay Ghate, Taufiq Querishi, Rashid Ali, Prince Mulla

Our Role:

Turnkey execution

Location:

Mumbai



Own IP Property

New Year Bash 2020

New Year Bash 2020: Welcoming new year in style at two most sorted locations at Mumbai - Tamasha, Worli and Lord of The Drinks, Lower Parel. A full house ticketed event.

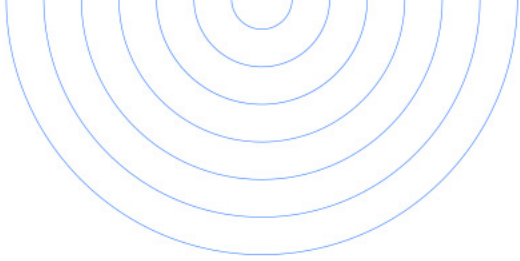
Our Role:

Turnkey execution and IP management of the property

Location:

Mumbai





CONTACT US

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Mumbai | Bangalore | Ahmedabad | Kolhapur

