



Solutions for your **E-Store** Enrichment



Mr. Sriram Manoharan, Founder and Chief Business Development Officer, Contus

Review of Web application products for Small Businesses from Contus, in consultation with Mr. Sriram Manoharan, Founder and Chief Business Development Officer, Contus, a 5 crore web enterprise providing Cloud, Mobility and Web Solutions. Contus has launched innovative applications and software solutions for SMEs who wish to operate on a global platform through their online stores.

Started in 2008 exactly when the mobile applications were booming, the company is now has a competitive advantage and hopes to reach greater heights due to their unending passion and persistence. Contus has successfully developed and delivered 1000+ products from across 40+ countries in a short span of 5 years and has bagged the Prestigious E-Sparks 2011 Award as the "Best e-Commerce Company of the Year" and adjudged as "Top 10 SME Heroes in India" jointly by Google and FICCI for providing the most efficient technology solutions to its customers.



Mob eCommerce

Mob eCommerce is an award winning product that provides effective integration of your eCommerce store with the mobile app in any platform. It is a one-time purchase solution for small business enterprises. It helps small businesses to get wide reach and their store to be available to users on the move.

It works on an iOS/Android/Windows app for an existing eStore and also helps in placing it on the Apple App Store or Android Market. It also has Google Analytics embedded to it to track sales effectively and precisely.

Key Features:

- Multi-lingual and multi-currency support for effective globalization of your business
- Unlimited products support
- Complete guidance and support from the start till the completion of app approval process in the respective stores.
- Real-Time Product Catalog which will sync any changes
- The user design and interface is very sharp and clear thus it will enhance the usability.

What is the key aspect for the success of a product?

Companies should try and understand the various needs of customers before developing products. Mobile platforms are gaining more importance and so is the increasing competition between app development companies. Every company needs to keep its identity through innovation.

Contus Group Clone

This is a clone or script which helps small and large business enterprises to create a daily deal website and to improve the sales of the products as well as get a great amount of visitors. It needs to be installed on to the website and then it will help in building a deal of the deal add-on to your site to host daily deals to your users and is fully customizable.

Key Features:

Certain notable features of Group Clone which might be of interest to your business, especially small business enterprises are;

- Multi-lingual and multi currency support
- Advanced search option with support for location and map
- The main deals and side deals are innumerable and are displayed with a clear user interface.
- Social media integration for sharing the deals along with 'refer a friend' option.
- The shopping cart and the whole shopping process will be secure and timely via the one step checkout process.

What are the trends likely to catch the industry in 2014?

KitKat App and iOS 7 app will be the game changers as both are very different than the previous versions. The year will also witness development of Windows tablets and Windows apps. Only passion and innovation helps companies move forward.

Sriram nurtured the dream to become an entrepreneur since his college days and Contus was started with an initial investment of INR 22 lakhs. Today, the company works with around 6,000 retail customers and 100+ other companies.

- Rajesh Kumar