

Developing Mobile Apps with Contus

Contus caters to the global mobility, web and cloud related needs through its products and services. Coming into existence in the year 2008, the key idea of Contus was to enter the mobile apps and web based software business since creating own software is a challenge which all companies cannot afford to do. Both the mobile and web app business offered massive opportunities as it was the time when the dependency on digital medium was on a high and softwares were increasingly used for simplifying not only complex but regular tasks which common people do in their day-to-day life.

Founding Fathers

Contus was founded by Mr Sriram Manoharan who aspired since his college days to start an enterprise of his own. After gathering over 14 years of experience in various IT and IT related domains, Sriram, turned his dream into reality by setting up Contus in February, 2008.

Though the initiation was made by Sriram, six other people were instrumental in setting up his dream venture namely Thiaghu Radhakrishnan (VP HR at Contus), Dinesh Soundararajan (Chief Technology Officer), Balasubramaniam Kandaswamy (Chief Executive Officer), Balamurugan Palaniappan (COO & Creative Head), Prakash Malayalam (Chief Experience Officer) and Amal Raj (Chief Software Architect).

In the beginning, Contus was funded by Sriram and its six pillars of support investing Rs 5 lakh each. The company was setup in Ramapuram, Chennai by leasing a small office space. However, at the initial stages, the company's infrastructure and other fixed costs ate up a major part of the initial investment and by that time Contus had 3 employees on its rolls. In the year 2012, Contus extended its

reach to the American continent by establishing its foreign wing in San Jose, U.S.A.

Operations

Contus, which is solely into mobile and web app creations purely operates on IT business model. In the mobile apps business, Contus communicates with the business managers of enterprises for its business development. Apart from product delivery, Contus extends its business to maintenance contracts and upgrades. The company is also looking forward to adding consulting as its service in the mobile apps business for which it is currently strengthening its expertise.

In the web domain, Contus delivers readymade solutions in the form of scripts and extensions on widely used platforms like Magento, Joomla, WordPress etc. Contus is also into customizations and new web app creation based on the requirements of its clients.

Targeting Audience

Contus adopts digital marketing as the platform for publicizing its products. Digital medium has become the most widely used and reliable source for a wide range of customers for getting quality information, be it a hands-on experience or a detailed analysis. With Google being looked upon as the medium for searching information (of

2009

Launched our First Product HD Flv Player
Added 5 More Products

2010

Launched Contus Groupclone
Moved to 100+ Seater Facility

2011

Launched apptha.com with 10 Products

Launched Beta version of Mobecommerce.net

Mobecommerce Wins Top 10 eCommerce Startups

2012

Contus Groupclone added \$1 Million Revenues

Added 1100 Clients in Contus Groupclone

Launched Mobecommerce to Full Version

2013

Implementing innovative and cost-efficient NFC, GeoFencing, POS, Telematics solutions and support worldwide.

Awarded as Top 10 SME's in India by Google & FICCI

2013 Top 100 Asia Winners - Red Herring



any sort) on the web, Contus concentrates on Google Adwords to reach its target audience.

Social media is the other platform which Contus focuses on to build its brand awareness and publicizing its product portfolio as social networking sites is where customers and potential buyers participate actively to register opinions and get feedback on products.

Contus TODAY

In the span of 5 years of its market presence, Contus has carved a niche for itself and its products are considered as a whiff of fresh air by its customers. The quality of the deliverables and the innovation involved has fetched recognition not only among the end users but also among the tech giants.

Groupclone earned over 1,100 plus customers and generated \$ 1

million revenue in the year 2012. The concept of Mobecommerce won the Esparks award in the year 2011.

Apptha.com, which is an online platform of Contus that hosts its web applications, boasts of 20,000 plus customers. Contus currently delivers web based solutions to 6,000 retail customers including reputed brands like Jabong, Accenture, Mahindra etc. The company's mobility wing has delivered over 300 plus applications and holds 10+ readymade products.

Contus, since its inception is growing at a pace of 150%. In the future, the company is looking forward to launching Apptha marketplace, which will be first of its kind in India, serving as a one-stop shop to find scripts and extensions on Magento, Joomla, Wordpress and other open source platforms. Contus's mobility wing has plans to create a mobile app that will benefit common people to simplify day-to-day routines in a much effective manner.

Balamurugan Palaniappan, COO & Creative Head, Contus

Balamurugan Palaniappan, Chief Operating Officer (COO) and Creative Head at Contus, co-founded Platoon Technologies in the year 2006 heading the operations and UI/UX Designing. He merged Platoon into Contus family in the year 2008. Having a penchant towards UX and visual design, Balamurugan has created some of the best design works for Contus, both in mobile and web apps. He specializes in web 2.0 & 3.0 standard of designing and HTML 5 and is responsible for ensuring design quality on all the deliverables of Contus. Balamurugan Palaniappan has played an integral role in developing Apptha.com as a full-fledged marketplace for finding extensions on Ecommerce platforms like Magento and leading content management systems.