

# PIXELS

*Agency*

## DIGITAL

Our social and content prowess ensures you share and engage with the right people and earn yourself some great advocates.

## DEVELOP

Many of the products we have developed have been awarded or been written about by publications

## DESIGN

How a change in marketing materials can drive up sales and engagements



# NOT YOUR TYPICAL AGENCY

## Why us

Before we started Pixels, we were on your side of the table. We have worked with every type of digital agency/freelance developers and contractors under the sun - boutique, traditional, international, etc. Sometimes these collaborations were great and yielded awesome results. But more often than not, it wasn't a good fit.

We realized that there is a huge issue in the agency landscape. None of the agencies we or our friends in industries talked to really understood our business or more importantly our goals.

Pixels is proud of its "boutique appeal" and chooses quality projects over quantity, we provide personalized approach over big agencies, We believe our clients are more than a number, they're our partners - we succeed when our clients succeed, infact most of our clients are referred by our previous clients.

But why choose us? Like a good boutique, we offer unique talent, combined with a one-on-one approach and a dose of swagger.

**NIKESH  
FOUNDER**



# GAME MECHANICS MEET SOCIAL ENGAGEMENTS

**Favcy**

## DEVELOPMENT

### WEB STACK DEVELOPMENT

FRONT END : HTML5  
BACKEND : SLIM - PHP  
REST API'S FOR DEVELOPERS

### NATIVE ANDROID

APP : JAVA  
LIBRARY FOR DEVELOPERS : MAVEN

### NATIVE IOS

APP : OBJECTIVE C

## FOUNDER : PRANAV CHATURVEDI

**STATUS** : CURRENTLY NOT MANAGED BY US  
**OPERATIONAL** : FAVCY'S INTERNAL IT TEAM  
**DELHI, IN**

Favcy is a standard of social connectivity coin creation for individuals and for brands

Favcy has been selected for Collision Conf - 2014 -LA as one of 25 Start ups from India,

Today the plugin and platform that we created in its early years is used by

- Indian Express
- Network 18
- Kolkata Knight Riders
- The Hindu
- Hindustan Times
- Mahindra
- Dabang Delhi
- Desi Martiini
- Kerela Blasters
- Pune FC

"Favcy are changing the definition of Engagement. Their disruptive product ecosystem gets brands to measure ROI at any stage of the consumer's journey by rewarding them. Each interaction now is value for a brand."

## RAJEEV SHARMA

EXEC BUSINESS DIRECTOR, VP AND  
DIGITAL HEAD OF J. WALTER THOMPSON



*Achieve the Life and Career you Envision!*

## FOUNDER : DANDAN ZHU

**STATUS** : PIXELS IS DANDANGLOBAL'S AGENCY  
**OPERATIONAL** : DEVELOPED, DESIGNED AND MANAGED BY PIXELS  
**NEW YORK, US**

Dandan is top-billing headhunter on roles from CEO to Associate level, Dandan coached candidates how to best represent themselves during the job search process to any hiring decision-maker.

She first approached us for her website revamp as she wasn't satisfied with her Florida based agency. She ended up hiring us DG's agency.

Since we took over her growth in users have risen by 93% month on month and she now has paying users from the platform.

We manage all DG's marketing materials, social profiles, website, apps and community support.

## DEVELOPMENT

**WEB STACK DEVELOPMENT**  
FRONT END : BOOTSTRAP  
BACKEND : SLIM - PHP

**NATIVE ANDROID**  
APP : JAVA

**NATIVE IOS**  
APP : SWIFT 2

## DESIGN

INTERNAL COMPANY DOCUMENTS  
MARKETING MATERIALS  
DG EXCLUSIVES FOR MEMBERS

FACEBOOK EVENT/PAGE BANNERS  
INSTAGRAM  
TWITTER  
PINTEREST

MEMBERS SENDOUTS  
EMAIL CAMPAIGNS

INVESTOR PITCH DECKS



# STEERSAFE FOR 'GOOD' DRIVERS

## FOUNDER : JIM PRICE

STATUS : NON-OPERATIONAL  
SAN DIEGO, US

Earn points when you drive. Use the points to get coupons and special offers from NetFlix, McDonalds or BurgerKing.

Once you exceed 12 mph or 20 km/h, the SteerSafe algorithm will start awarding you points. It helps you drive safely without distractions.

The SteerSafe Marketplace was an ever-growing shop with discounted products from partner brands.

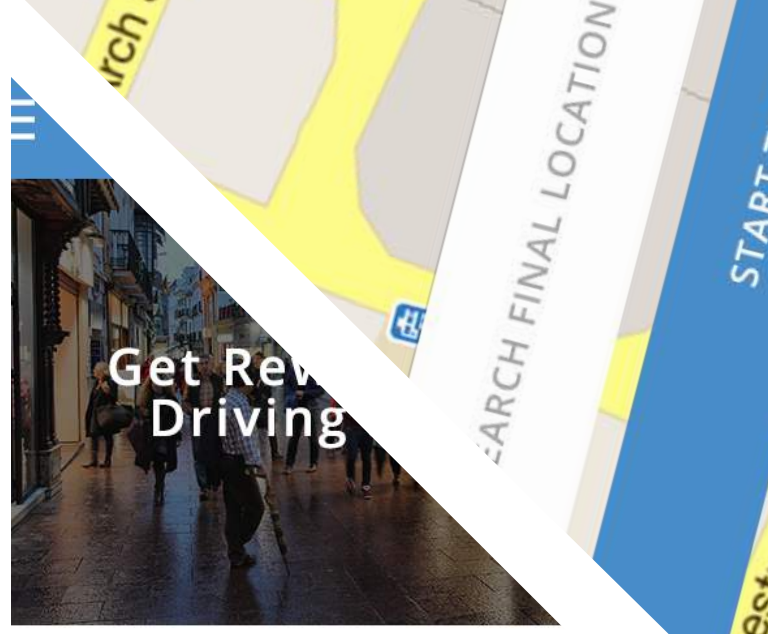
**SteerSafe**  
mobile app

## DEVELOPMENT

REST API : PYTHON

NATIVE IOS

APP : OBJECTIVE C



"I recommend it mostly because it keeps you away from texting during driving. Also a good thing is that you can use your earned points to achieve discounts."



# GODREJ HICARE



We manage internal and external visual and print designs for HICARE

Currently we have designed and developed some tools for their employees, to make it easier for the management to communicate and implement policies which were earlier ignored because of bad user experience or design or implementation

## BRAND : HICARE

**STATUS :** PIXELS MANAGES ALL THE COMPANY INTERNAL DESIGNS REPLACING PREVIOUS DESIGNS DONE BY VENDORS AND CREATING NEW MATERIALS

**MUMBAI, IN**

## DESIGN: HR DEPT

INTERNAL COMPANY DOCUMENTS  
MARKETING MATERIALS

EMPLOYEE HANDBOOK  
VISUAL DESIGN  
PRINT DESIGN



# Zentask

## COMPANT : INGINIT

FOUNDERS : TABITA DENES/JOSEPH AWUNGSHI

STATUS : PIXELS HAS DEVELOPED AND CURRENTLY MANAGING THE PLATFORM

EUROPE  
MUMBAI, IN

Inginit is a data collection and analysis firm with revenues of over a million dollars a year. Their team of 50+ programmers and managers needed project management tool to cut down on errors and bugs in the process.

Internal kanboard that we created increases productivity and cuts down on errors hence increase in revenue as errors cost a lot to their clients.

## DEVELOPMENT

WEB STACK DEVELOPMENT  
FRONT END : ANGULAR  
BACKEND : LARAVEL



# Tapwisdom

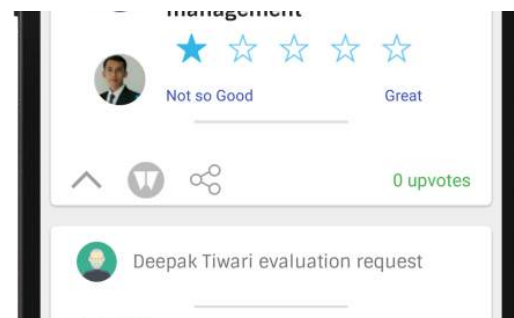
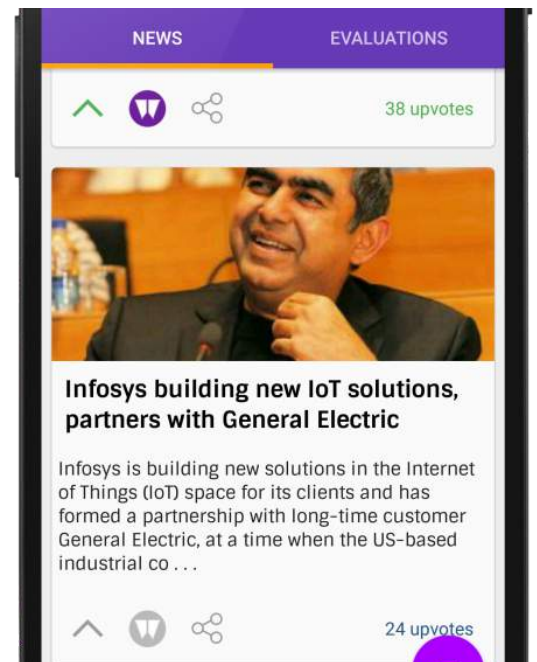
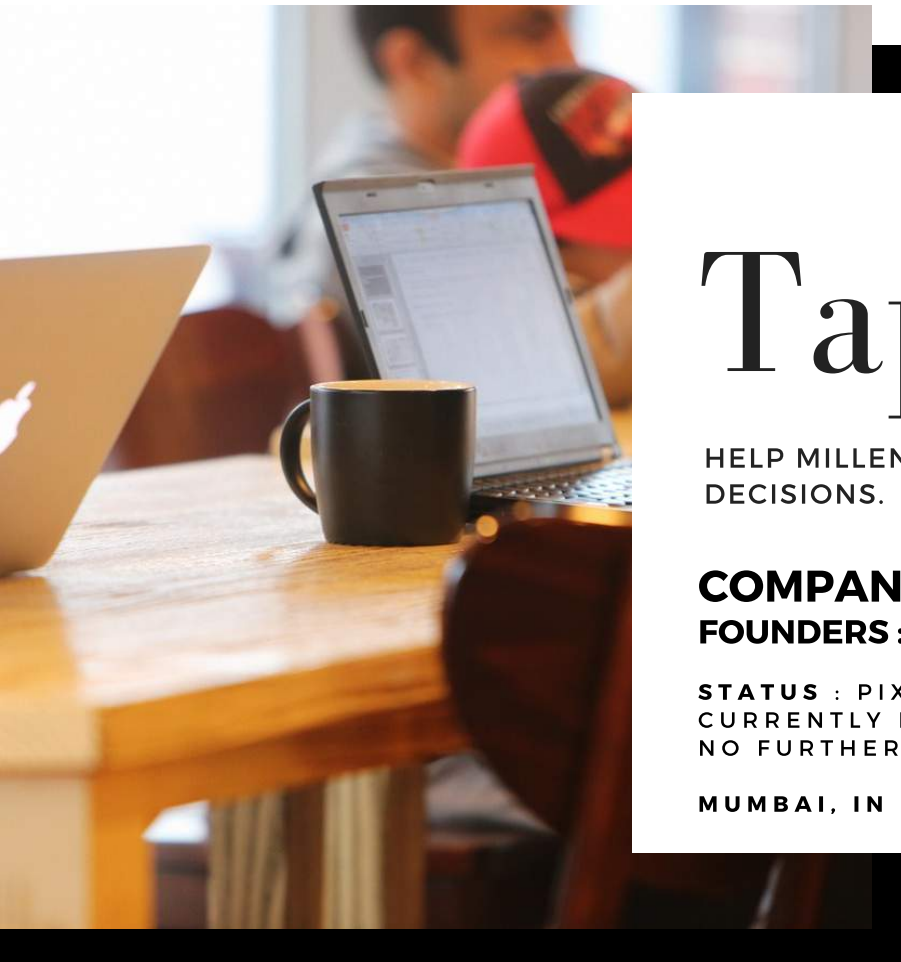
HELP MILLENNIALS MAKE INFORMED CAREER DECISIONS.

**COMPANT : TAPWISDOM**

**FOUNDERS : FISHER/NIKESH**

**STATUS : PIXELS HAS DEVELOPED AND CURRENTLY MAINTAINING THE PLATFORM NO FURTHER DEVELOPMENTS**

**MUMBAI, IN**



Accepting wrong job offer stagnates career. Painful & frustrating experience. Millennials take multiple factors into consideration while choosing a job or company.

A mobile app to gain job & company insights by connecting with current & ex-employee (Advisors), job reviews & company news

"Tapwisdom lives up to its promise of catering to the needs of job seekers through their different features and also by tapping into the knowledge and experience of advisors."

**YOURSTORY.COM**

**INDIA'S LEADING STARTUP MAG**





# more

- 01 **Get A Life Fitness**  
*Fitness Community,  
Mumbai, India*
- 02 **DiscountkarDe**  
*DKD's iOS - Android app and Web Stack  
Delhi, India  
Acquired*
- 03 **Bonning & Associates**  
*B&A's Webiste  
Toronto, Canada*
- 04 **Vincitore Realty**  
*Luxury Real Estate Company  
Dubai,UAE*
- 05 **iPharmacia**  
*Pharmacy and Health Aggregator Apps  
Maputo,Mozambique*
- 06 **Teakore**  
*Premium Teak Products from Burma,  
Mumbai,India*
- 07 **HummingBird Logistics**  
*Hummingbird is a North-East India focused E-commerce Last Mile Delivery company.  
Imphal,India*
- 08 **Legaljini**  
*India's Top Legal Advisory Portal  
Mumbai, India*

# The End is Just the Beginning

This is a long-term journey and we're never finished supporting your goals. We immerse ourselves in your industry, learning through observation, interviews and analysis. When it comes time to sit down and solve the problem, we're just as rigorous, testing solutions against real people to ensure we're on the right path.

<http://www.pixels.agency>

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