Hashbrown Systems

A Journey Through Our World

Introductions

Hashbrown Systems is a Professional IT Services company that has been at the forefront of digital innovation; and in the application of statistical computing, location intelligence, data analytics, cloud computing, artificial intelligence, machine learning, and IoT.

We build software and products that create new business processes, automate tasks, and enhance customer and enterprise experiences to meet the modern-day challenges of acquisition, operations, and performance.

The Hashbrown team, is a unique blend of engineers, programmers, developers, designers, analysts, mathematicians, and scientists; that works together, under one roof, to deliver software products and services to a diverse set of clients: from the world of Finance, Advertising, Marketing, Food Supply to Public Policy and Politics.

Delhi | Mohali | Mumbai | Chennai

Digital Transformation, Data Science & Location Intelligence

Hashbrown Systems Pvt. Ltd.

Month & Year of Incorporation – July 2012

Corporate Identity Number (CIN) – U72200DL2012PTC239454

Dun & Bradstreet D-U-N-S – 65-064-8681

Fields of Specialization

We conceive, design, and deploy complex systems on the cloud, leveraging our industry experience in the following areas of expertise,

Software Product Development

Data Analytics & Statistical Computing

Location Intelligence

Application Programming & Development

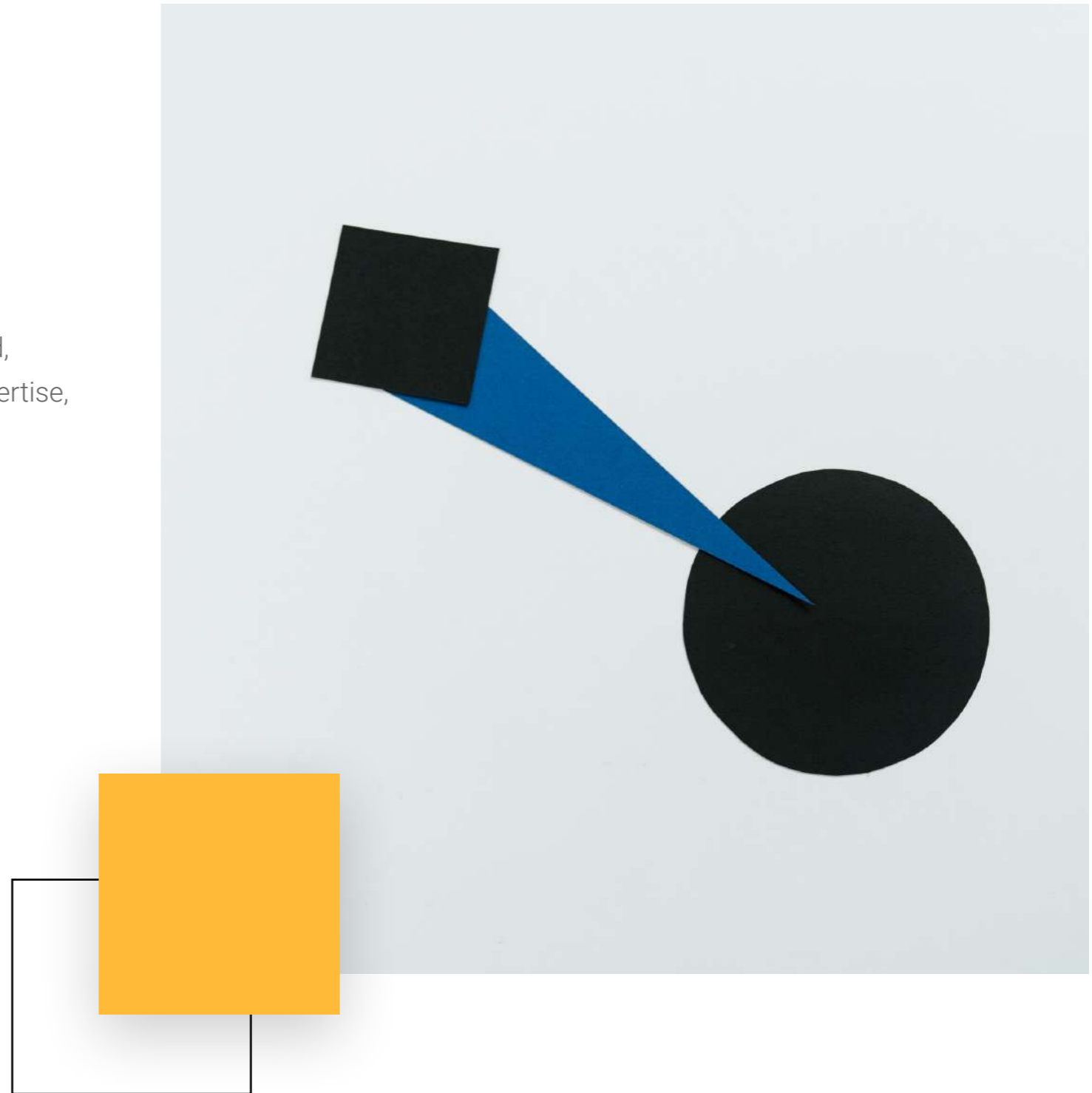**Data Visualisation & Graphics**

IOT

Cloud Computing

Data Science, Machine Learning & AI

Software Consulting
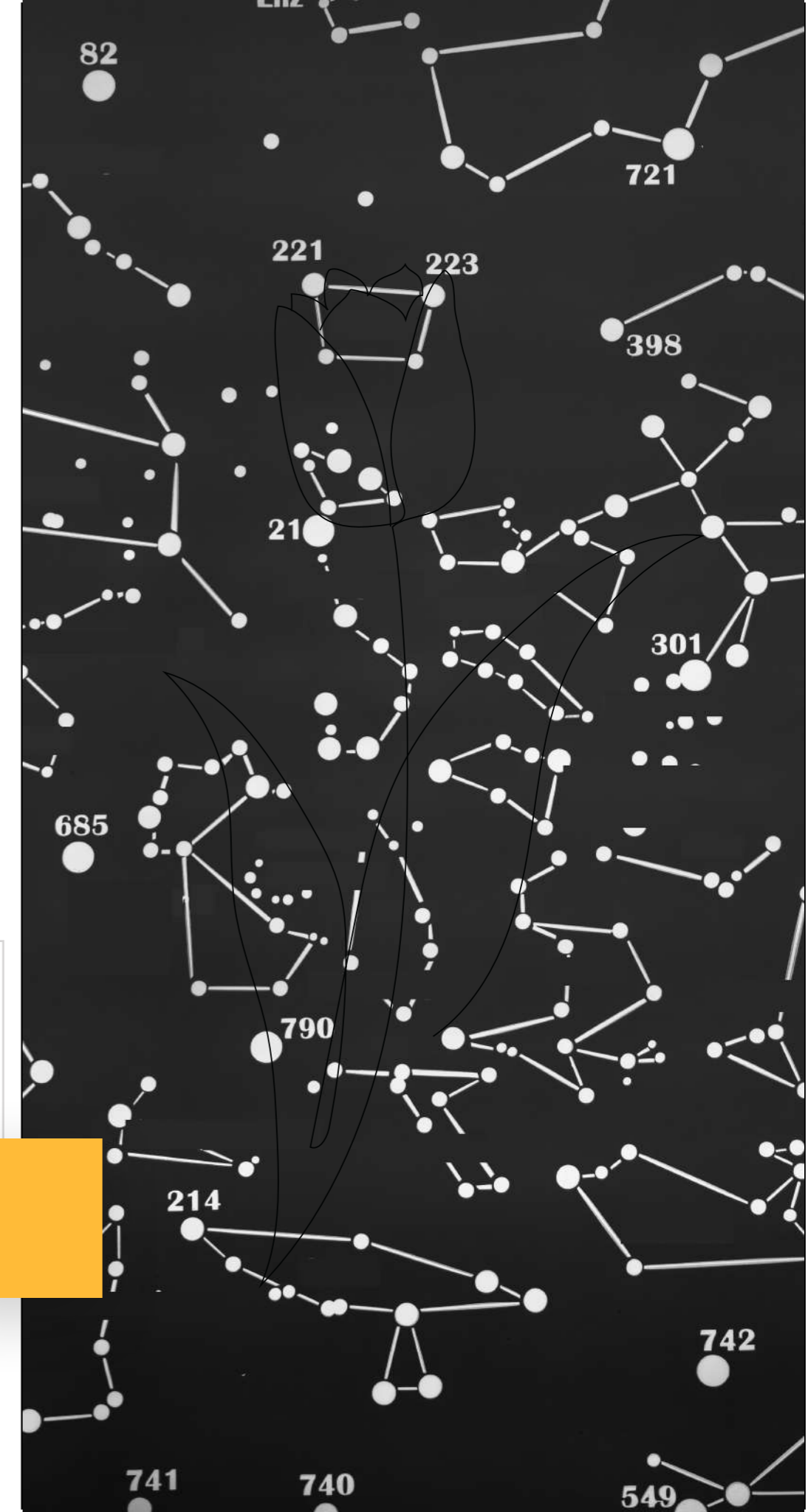
Digital Transformation Services

Industry Expertise

Hashbrown Systems has developed industry leading software and solutions that employ location intelligence and data engineering - for businesses in the domain of out-of-home advertising and marketing; institutional and B2B sales; and we have deployed automated trading systems that actively trade on NSE, NYSE and NASDAQ.
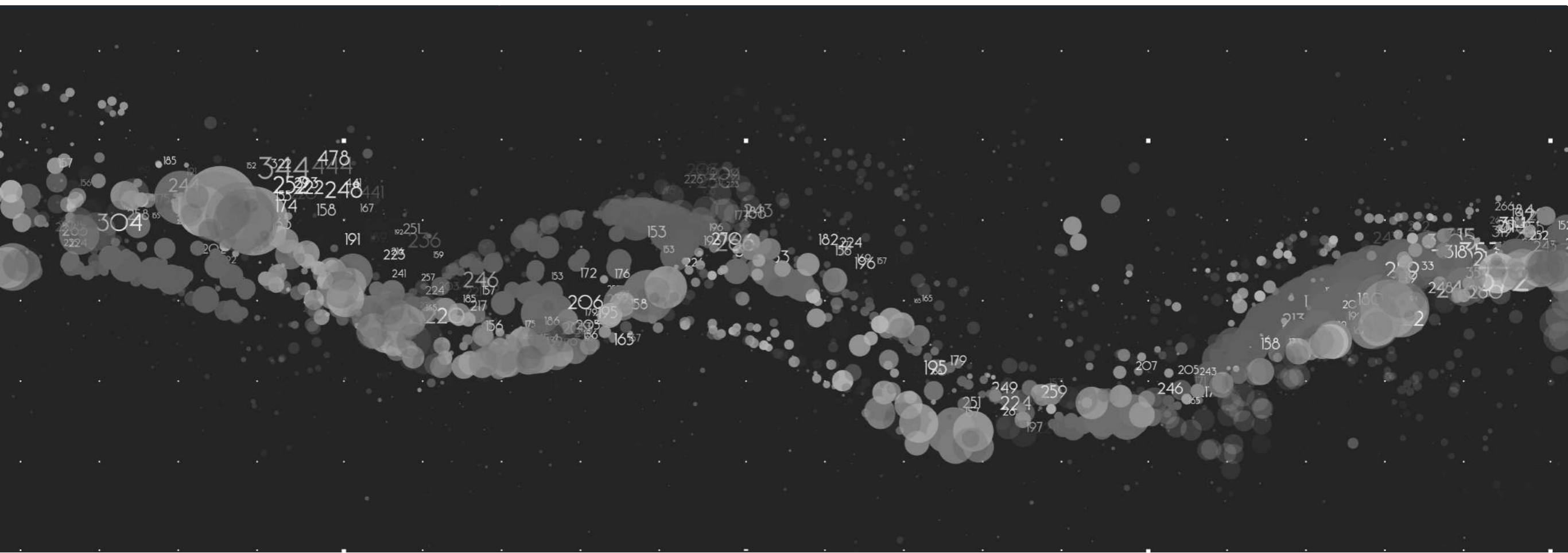
Financial
Services

Food
Supply

OOH
Advertising

We do Financial Engineering

_____ and Program Risk Control at operational level in Regulated, Latency-Sensitive, High Volume Trade Environments

Let's delve into subjects, which we seldom discuss.

Pre Trade Risk Control

For a leading investment, advisory and risk management firm

A marvel of data engineering and cloud computing. The system performs fundamental analysis of over 5900 stocks to provide entry prices for stocks that fall in predetermined patterns and clear dynamic barriers for profit exits.

The final deployed product is cost-efficient, automated, continuously tested and comprises in-built manual override functions. The system runs on hundreds of microservices and APIs, and ingests data from multiple sources to trade on respective exchanges at fraction of cost.
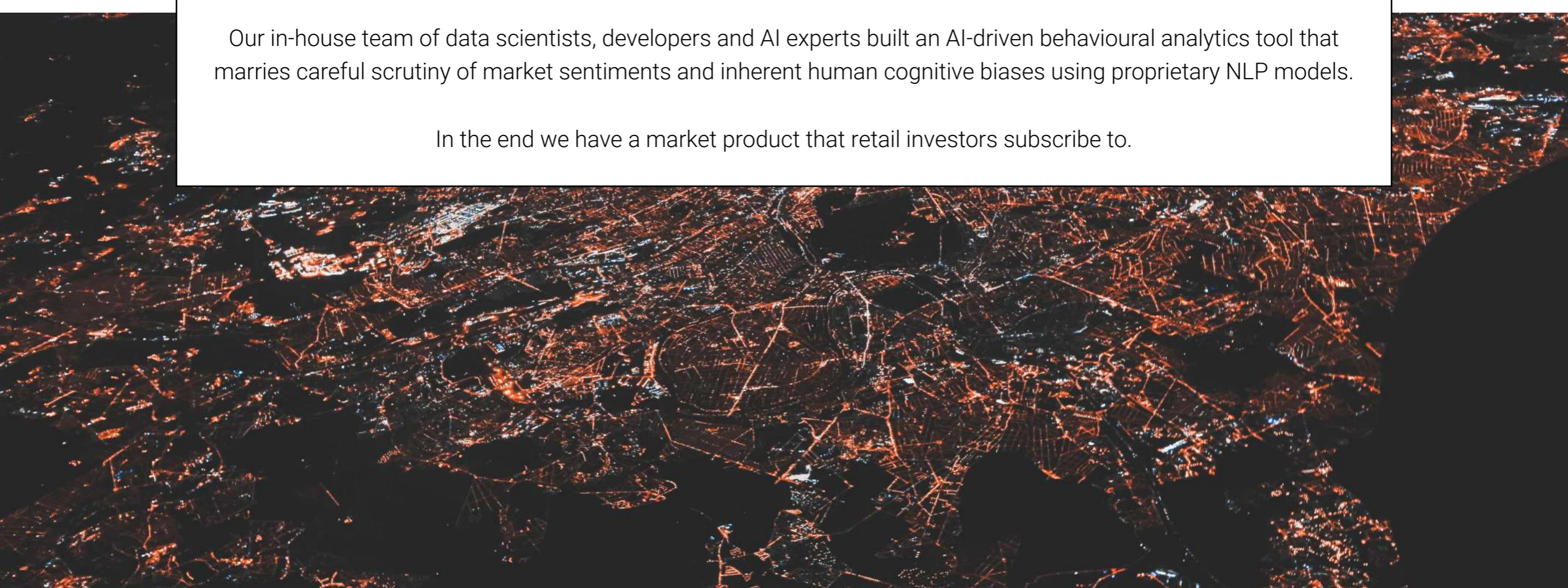
Data-Driven Behavioral Finance Platform

Behavioral Analytics

"How much of the price movement is a making of human emotions and what would be an ideal world price for retail investors?"

Our in-house team of data scientists, developers and AI experts built an AI-driven behavioural analytics tool that marries careful scrutiny of market sentiments and inherent human cognitive biases using proprietary NLP models.

In the end we have a market product that retail investors subscribe to.

We Bring Ideas to Life

and Build Products People <u>Use</u>

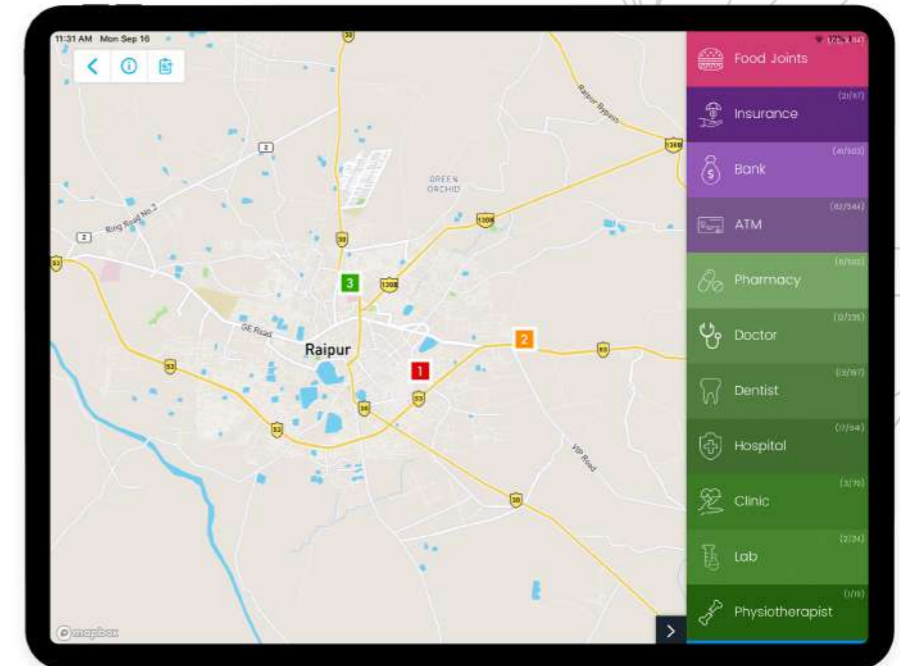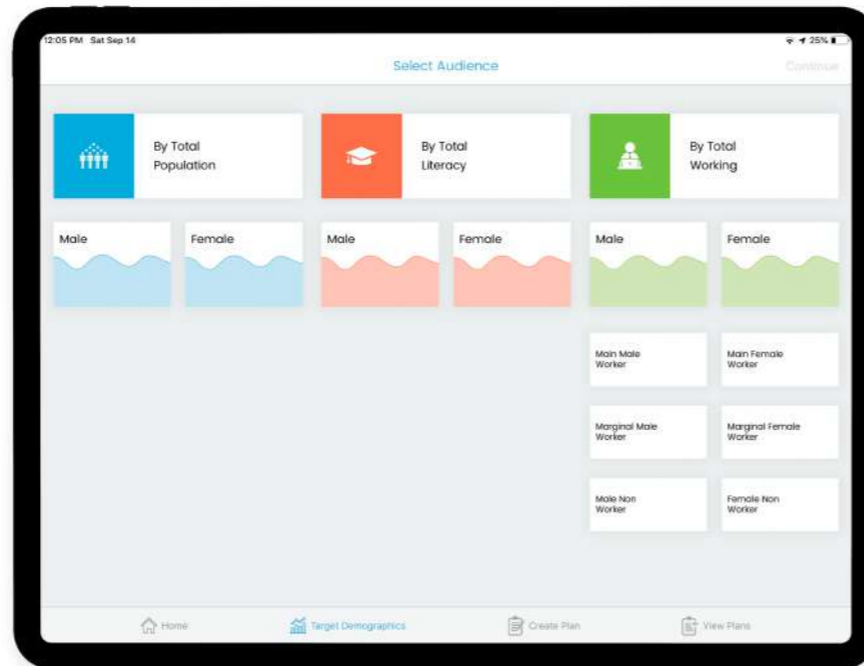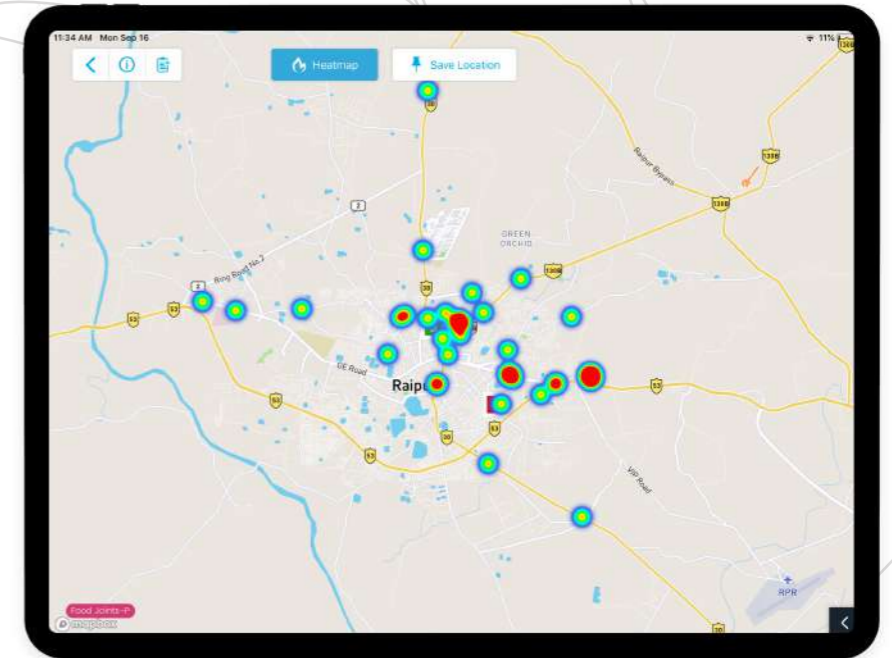and the Users <u>Pay</u> for

Compass

Compass is a media planning tool designed for outdoor media agencies, media planners, campaign managers and brands.

The application analyses millions of data points at any given time to provide intelligent insights to plan Out-of-home advertising campaigns.

KPMG was an advisory during product development and was engaged as a sales partner.
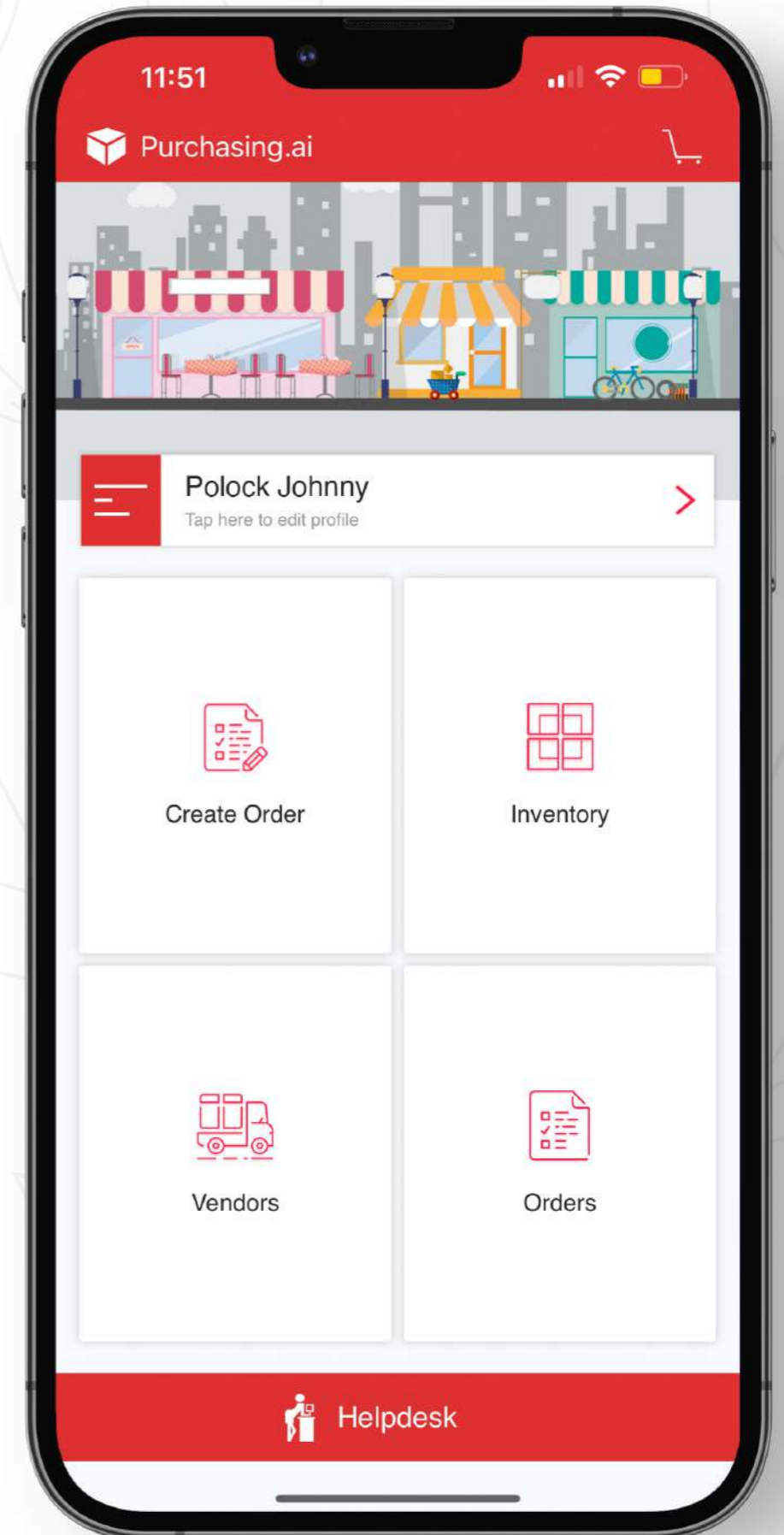
Purchasing & Ordering Software

Purchasing.ai

Purchasing.ai is an AI powered purchase assistant for real time purchase order generation, demand forecasting, order fulfilment, inventory management and a whole lot more.

It aims at democratisation of data by providing valuable insights to retailers, suppliers, and brands on the decision-making process of their respective customers.

Globally, thousands of small retail chain owners use Purchasing.ai to promptly generate new orders, consolidate pending orders and instantly share them with vendors and distributors.

This Software as a Service is available over the web as well as on **Apple** and **Android** Devices.
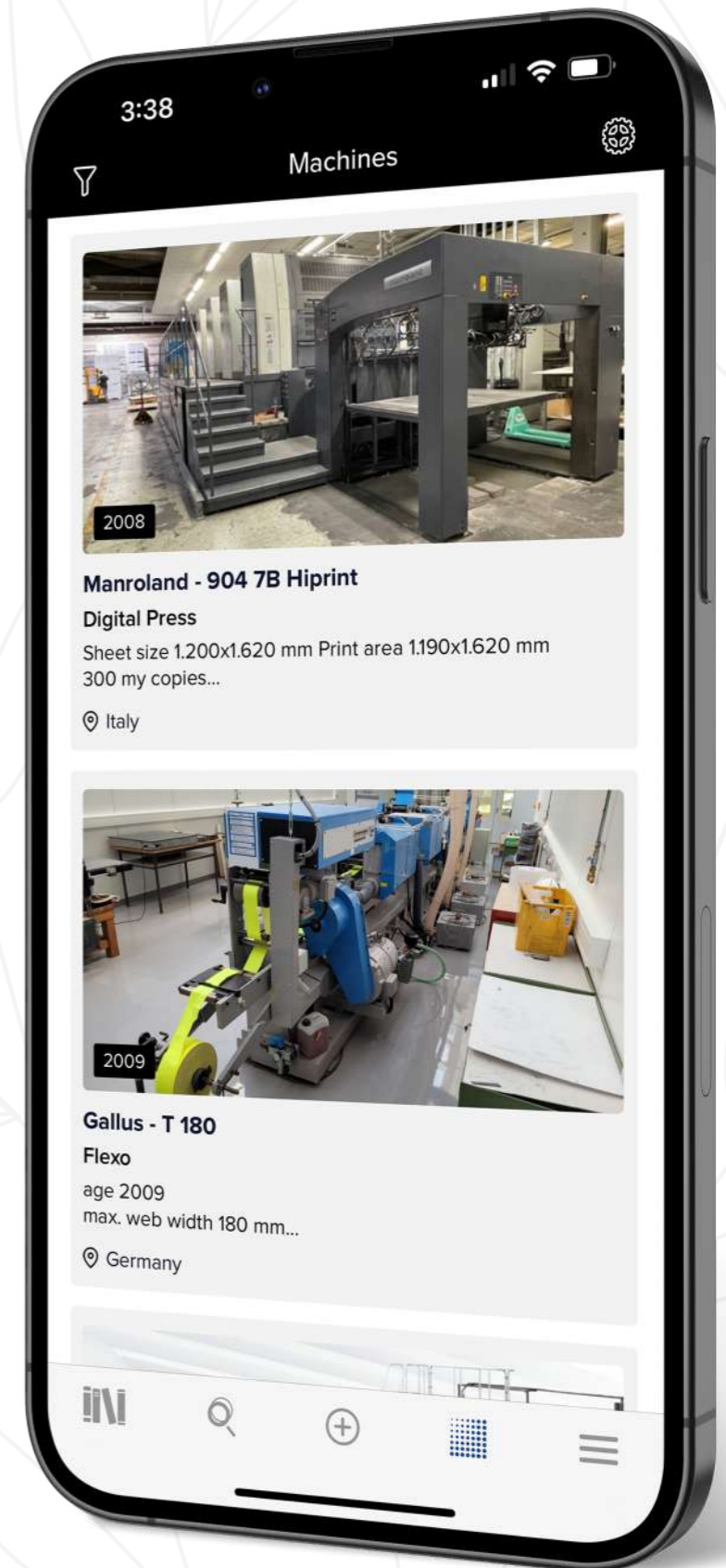
Machine Dalal

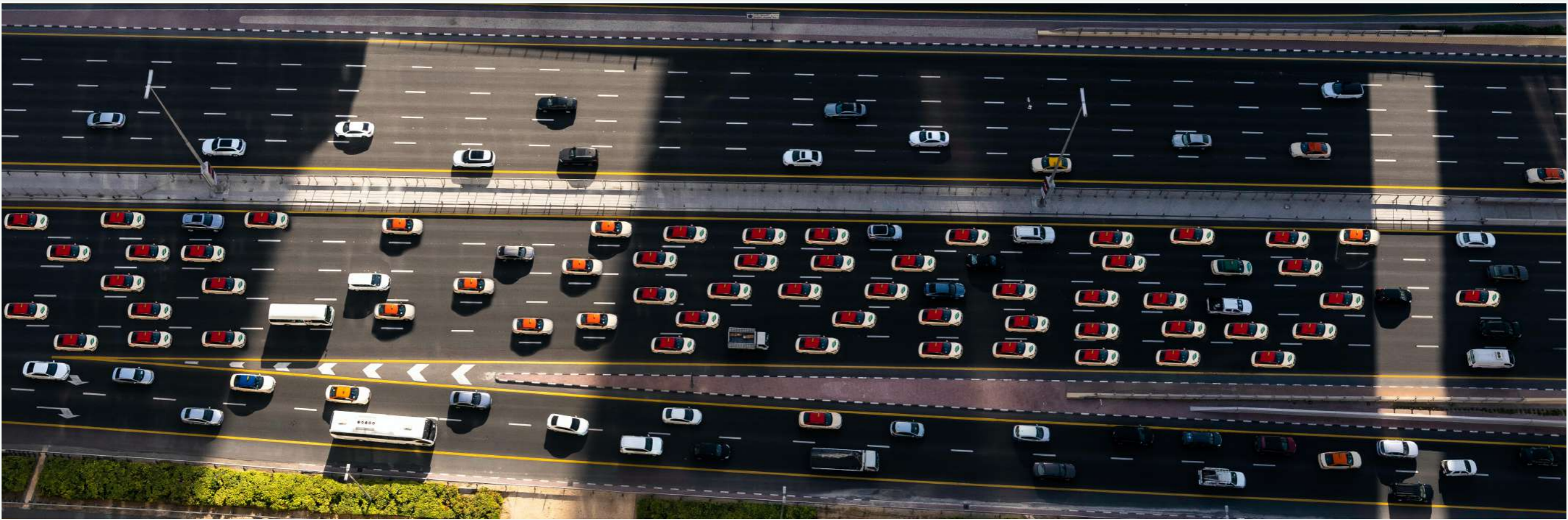## Global Trading Platform for the Print, Packaging and Converting industry

The finest platform to exchange information regarding graphic, print, packaging and converting equipment. An integrated marketplace for buyers, sellers, dealers, and manufacturers to buy, sell, advertise, market and promote their equipment worldwide. The platform engages small, medium and major manufacturers from around the world.

Additionally, the Platform users trade in Parts and Accessories, Avail Equipment Financing, Hire Engineering Professionals, and build connections with Industry Professionals from across the world.

Machines

2008

Manroland - 904 7B Hiprint
Digital Press
Sheet size 1.200x1.620 mm Print area 1.190x1.620 mm 300 my copies...

⊙ Italy

2009

Gallus - T 180
Flexo
age 2009
max. web width 180 mm...

⊙ Germany

meradesh.org

All the Pieces Matter

Meradesh.org is a fertile and creative medium that presents data on the Economy and the Polity. The platform brings data to life and counters theatrics and rhetoric with mathematics, statistics and quantitative display of news and information.

Meradesh.org is scalable, customisable and extensible, and organisations partner with us for data visualisation services, to set up their own first party data program and design factual data and information for a remarkably cogent perspective.

Along the way, we built an IOT Device

The purpose of the device is to sample traffic data and create first party data programs for advertisers and marketers.

iRED

iRED is a smart camera device invented by **Hashbrown Systems** that employs cutting-edge Deep Learning capabilities developed independently by us.
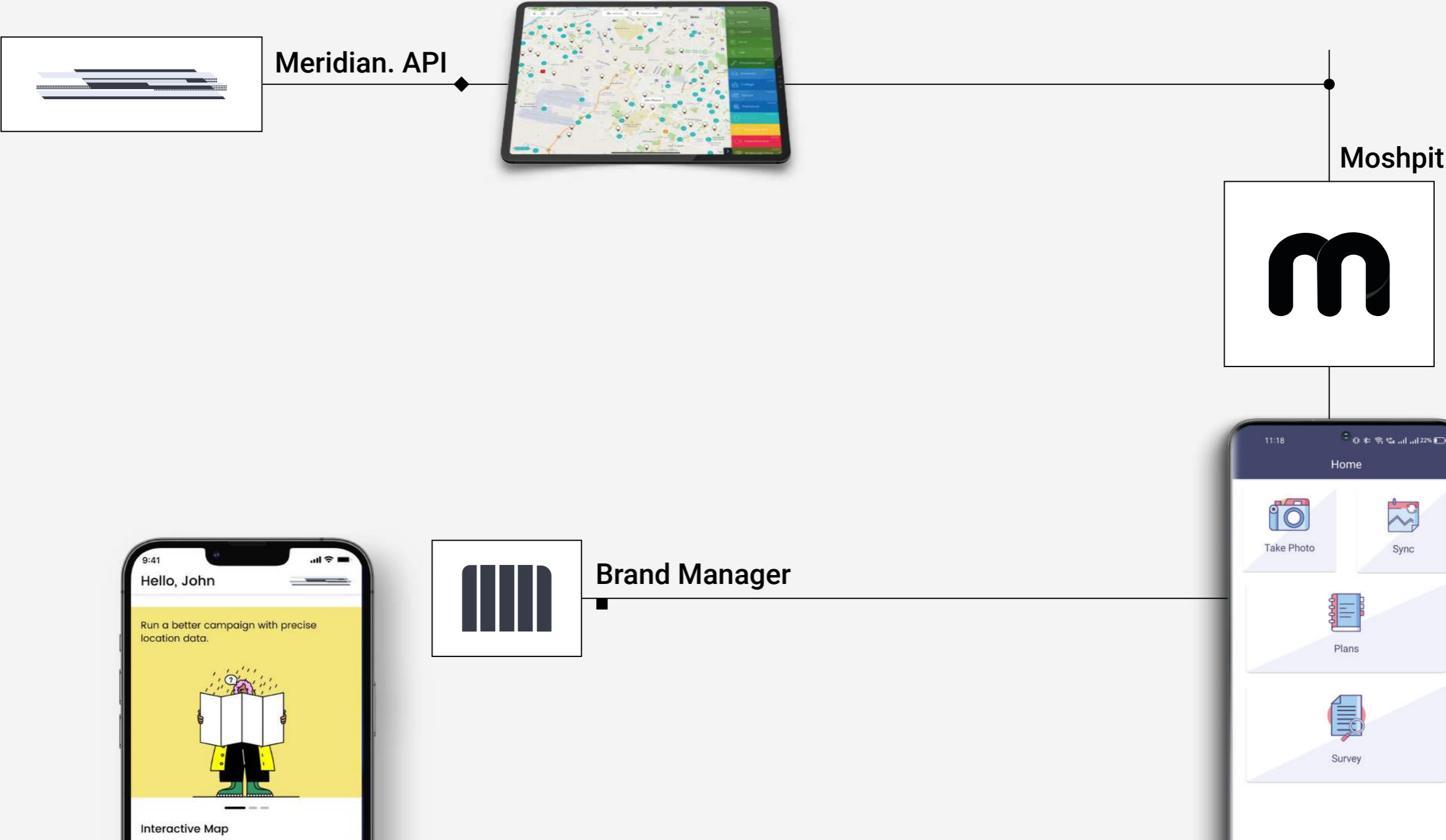
This remotely configurable all-weather device tracks traffic (besides other environmental metrics) primarily to provide data and insights for advertising agencies, out-of-home media owners and brand managers. A series of iRED devices are currently deployed on selected billboards across major Indian cities and are providing valuable consumer insights.

We are working on iRED2/5G,
to be released later this year.

Geographic Information System for Campaign Management

Suite of location intelligent apps that integrate planning, operations, and audit of Ooh advertising, retail branding, and outdoor asset management.

Meridian. API

Moshpit
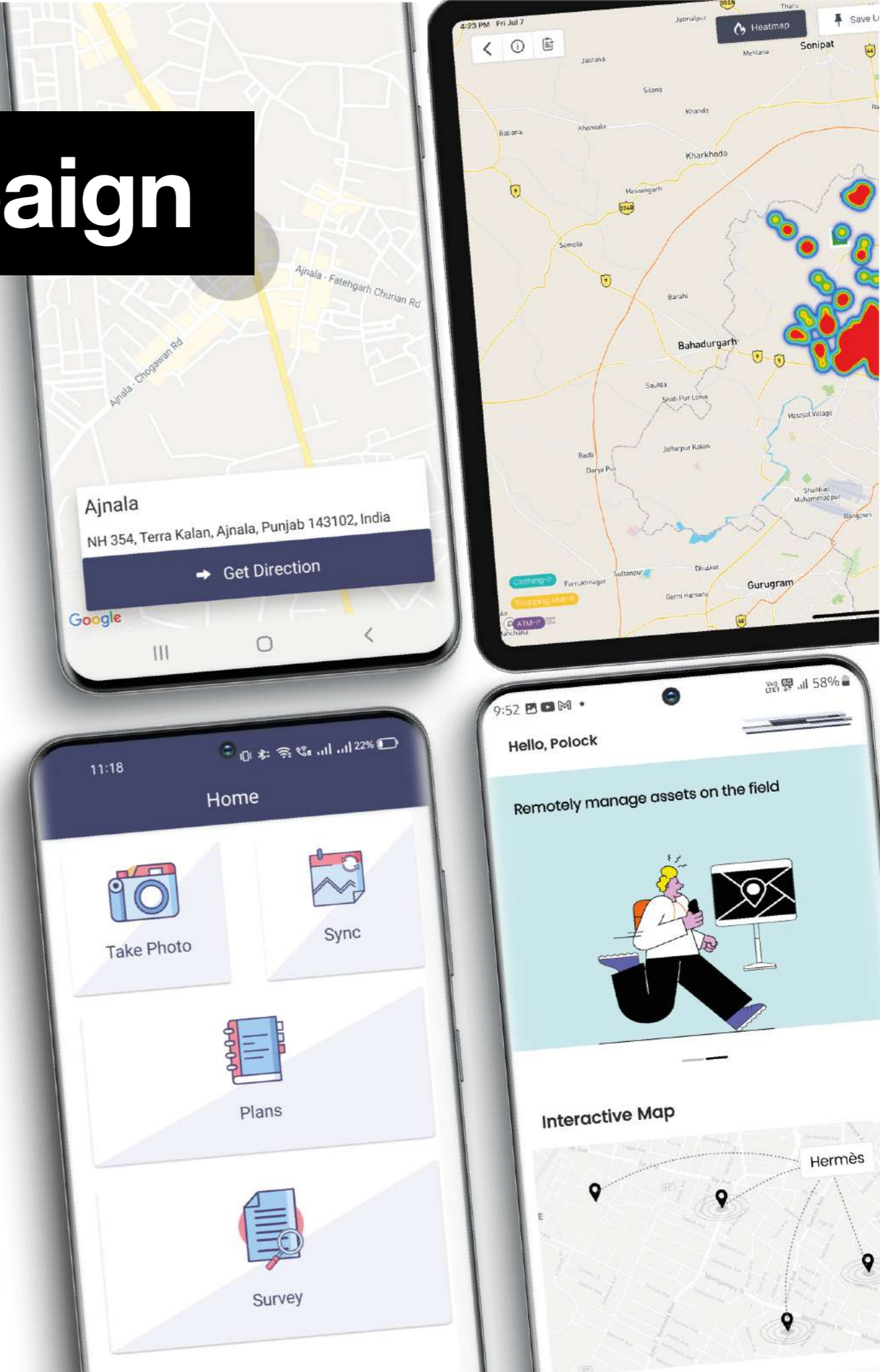
Brand Manager

Run a Better Campaign

Meridian.API

A planning tool that employs Location Analytics, Demographic Information, Points of Interest, and Psychographic Analytics coupled with audited data of Traffic Trends, Vehicular Classification and Market Segmentation
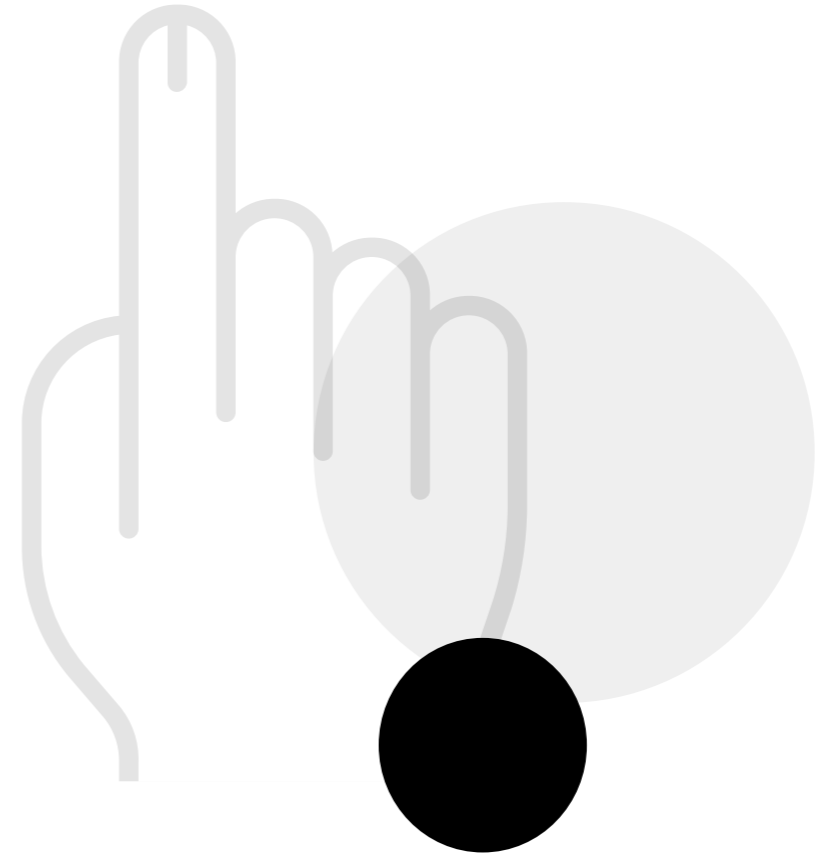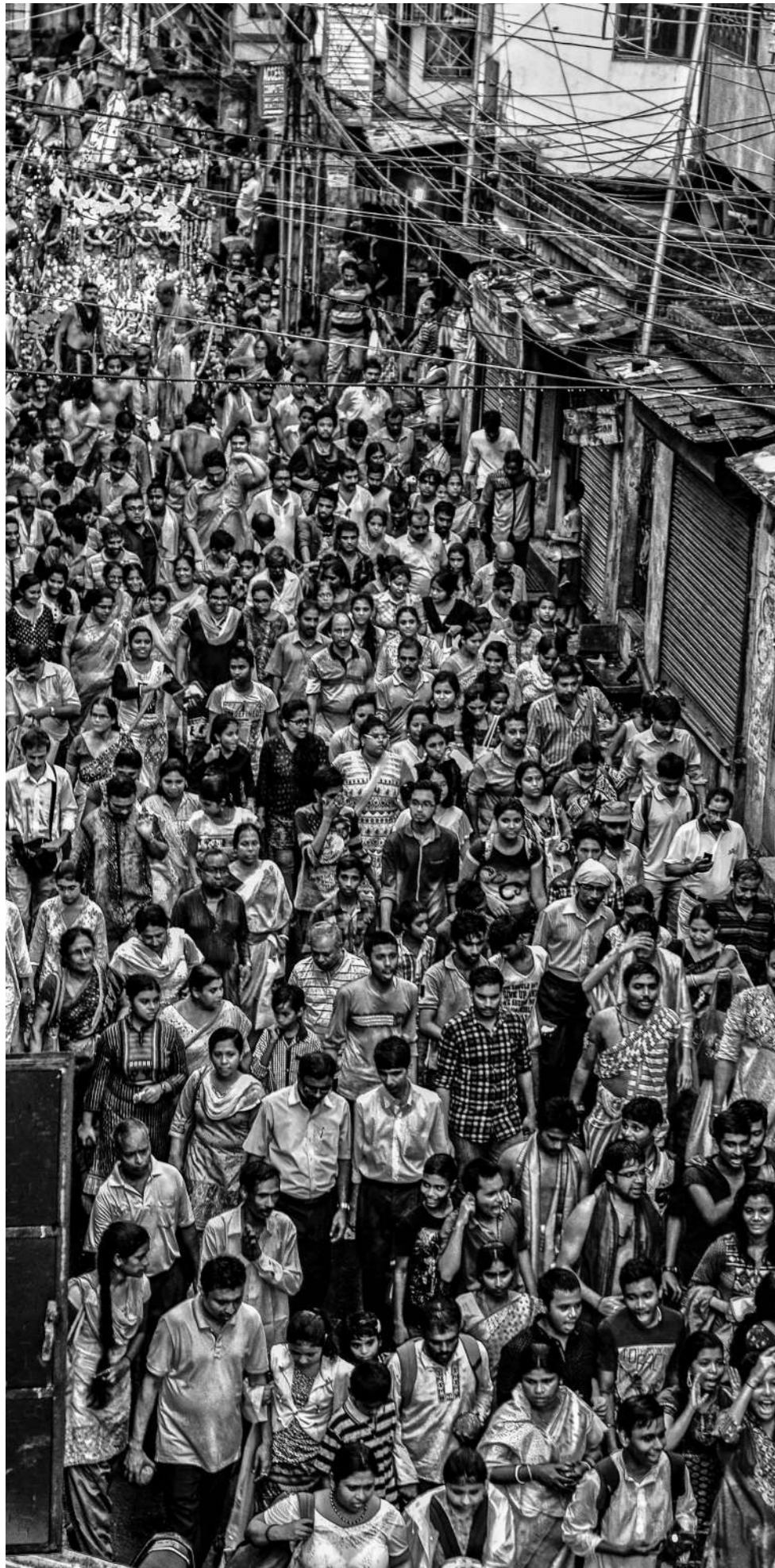
Moshpit

Mobile App to manage retail branding, out-of-home advertising campaigns and outdoor assets on the field. Additionally, helps to manage on-ground team to gather real-world data using surveys and visual reports

Brand Manager

Designed for senior executives, the Brand Manager mobile application is a user-friendly tool that streamlines marketing operations, minimizes waste and pilferage, and helps achieve campaign objectives

A Platform to Manage Election Campaigns
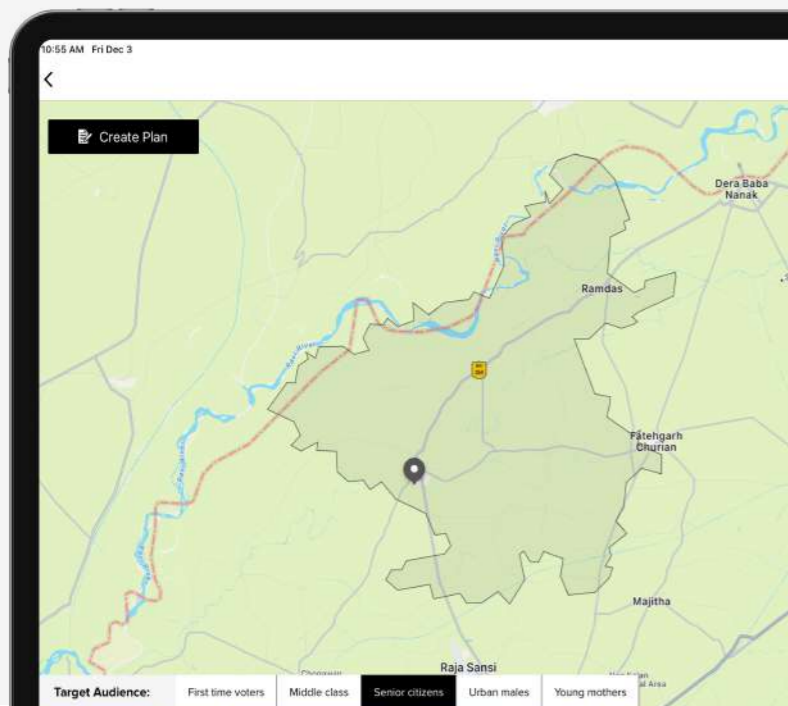
Meradesh Platform

Π

Electoral Technology that strengthens the Social Contract between
Voters and their Representatives

Synergising Location Intelligence and Data Science, we have developed
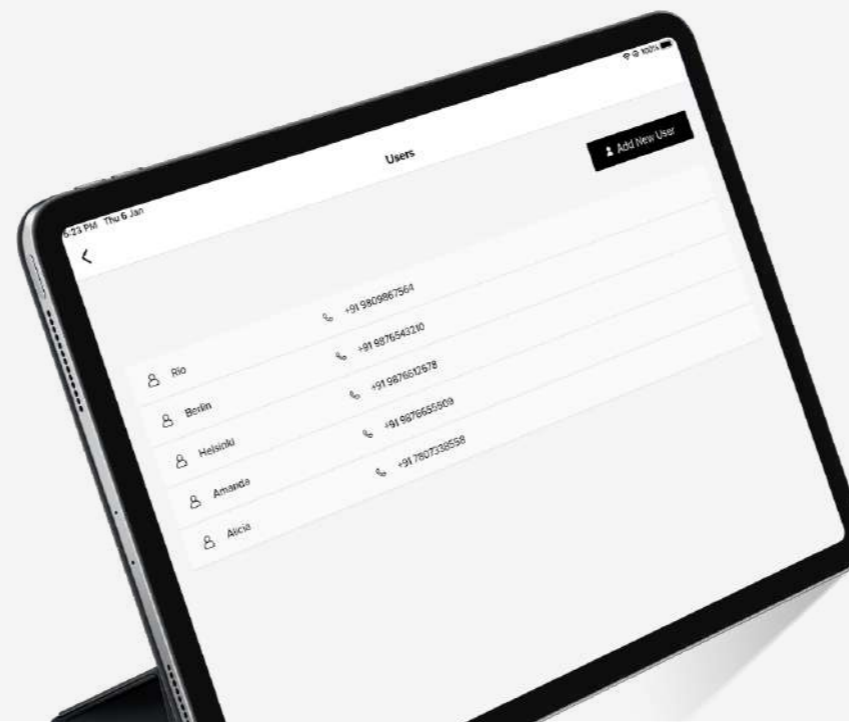technology that helps leaders reach their audience effectively.

Intelligent Maps

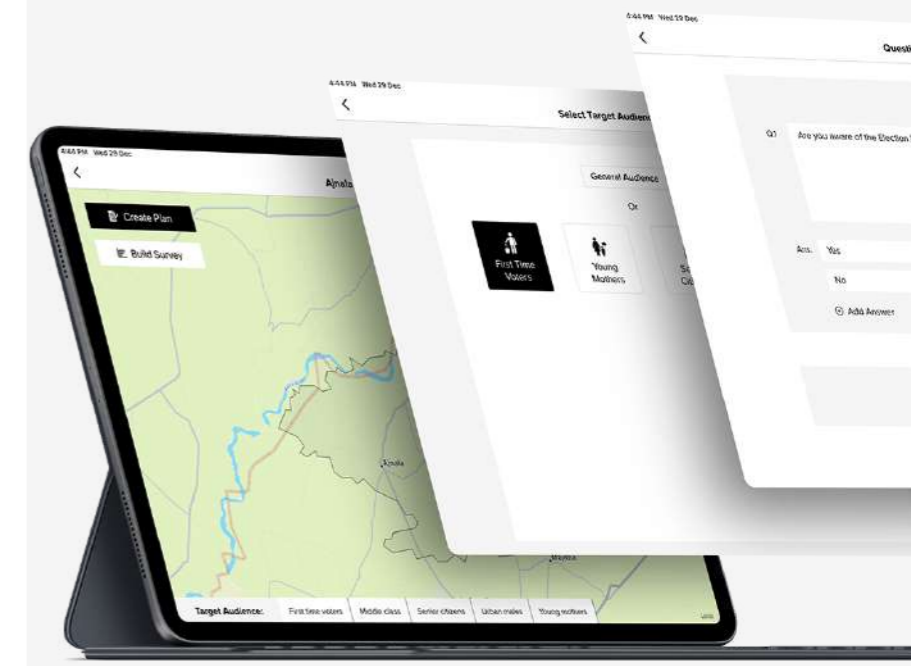Convert every constituency into an
actionable battleground

Volunteer Management

Manage your team of volunteers
with precision and efficiency

Smart Surveys

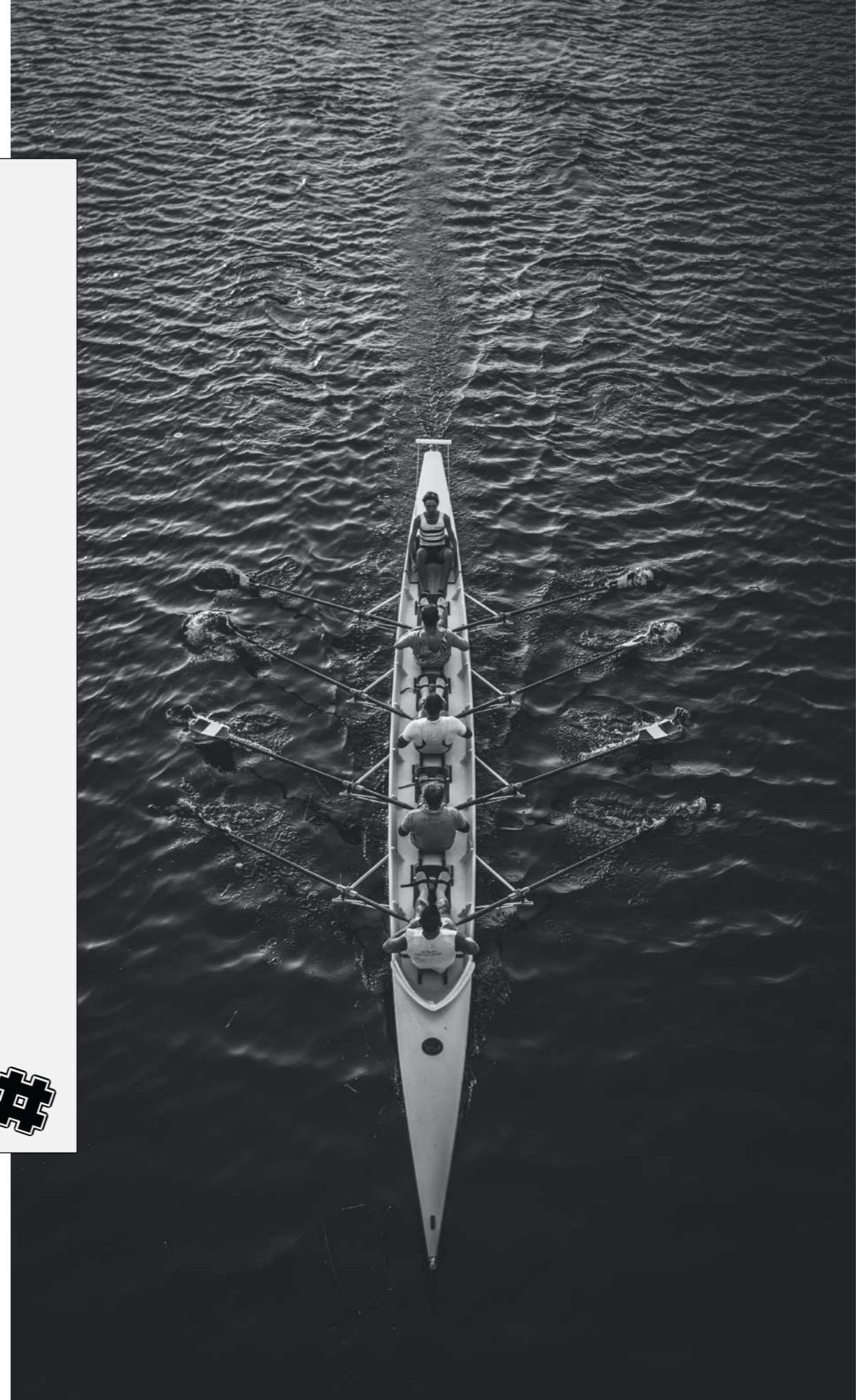Design and send out customisable surveys

Build.

Build Software Products that create new business opportunities. Partner with an interdisciplinary team of professionals to drive business transformation and growth.

Have more fine-grained control over your IT functions. Expect a software engineering process that is responsive to change and provides differential outcomes.

Anticipate extraordinary results with our data-driven, cloud-first, and mobile-ready deployment: improve flexibility to respond to customer demands and create compelling services that strengthen your market presence.

Better Software with Hashbrown

Mohali

Mohali Tower , F-539, First Floor,
Industrial Area Mohali,
Punjab– 160071

Delhi

703, Vikrant Tower, Rajendra Place,
New Delhi – 110008

Mumbai

7th Floor, Innov8, Boston House,
Suren Road, Chakala,
Andheri East,
Mumbai- 400093

Chennai

Raja Annamalaipuram,
Chennai - 600028

Our Presence Extends the Length of the Nation

contact@hashbrown.com