

The background is a solid dark red color. Overlaid on this are several overlapping triangles of varying shades of red, creating a layered, geometric effect. A light red spiral graphic is positioned behind the '@' symbol in the main text.

# Think2@1

TECHNOLOGY TO EMPOWER

Estd. 2012

# About Think201

A premium technology company based out of the Indian Silicon Valley, empowering millions through holistic technology solutions for over a decade.

We empower your business by building products and applications through the union of user-first design, scalable technology & business driven strategic thinking which is what makes us unique.

**#Let's Create**

# The Founding Team

A diverse and experienced founding team that combines expertise in technology, business strategy, and industry knowledge.



ANURAG RATH

Founder, Chairman 



YASHASWINI S.P

Co-founder & CEO 



**KEWAL KRISHNA**

Chief Design Officer 



**KUNAL BANDEKAR**

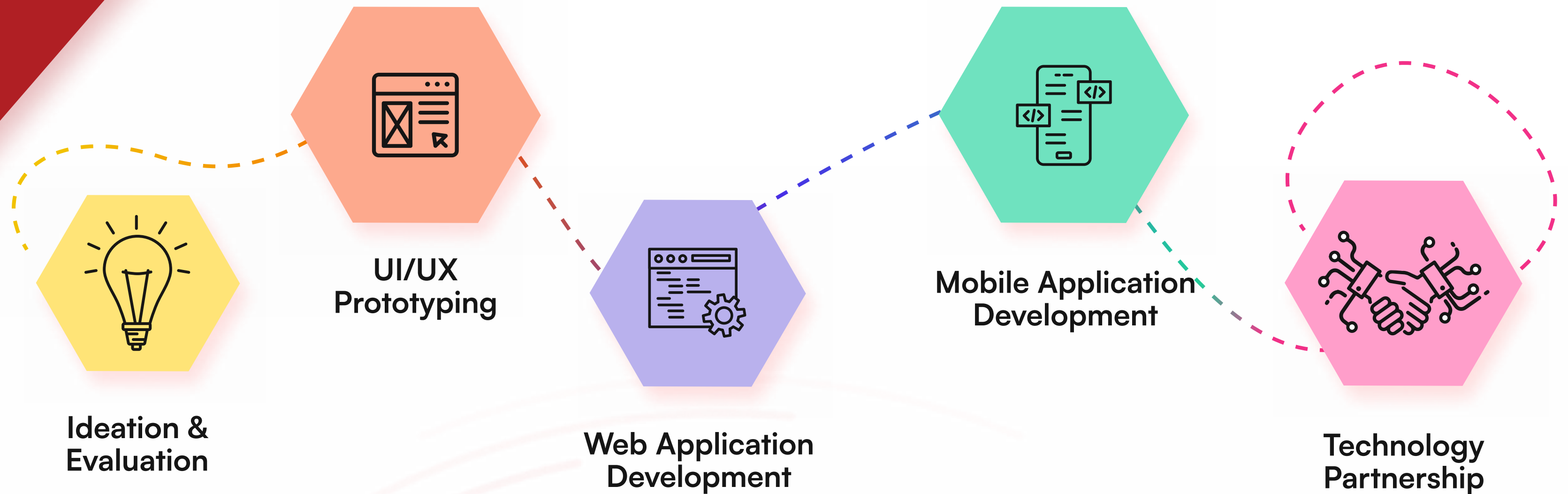
Head of Technology 

# Leadership Team

Our team's collective passion, vision, and dedication to innovate forms the foundation of our company's success.



# Our Services



# Our Clients



# Revolutionizing Industries with Tech Innovation

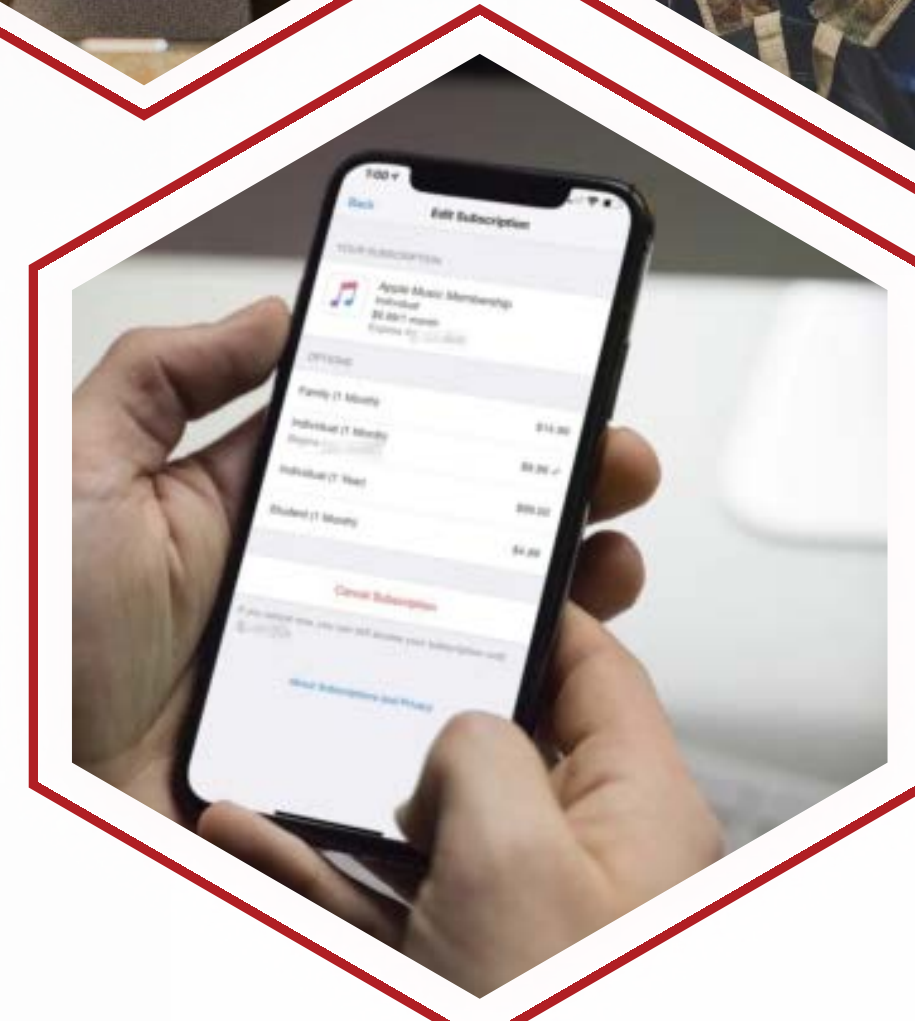
**Social-tech**

**Climate-tech**

**Fin-tech**

**Ed-tech**

**SAAS**





# Harnessing Technology for Success

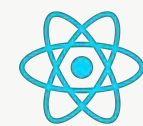
## Backend



EXPRESS



## Frontend



NEXT.js



React  
Native



Bootstrap



## Mobile app





# Harnessing Technology for Success

Infrastructure



DevOps



UX/UI



QA



# The Think201 Impact

Over the decade, we've not just built products, but have also been recognized for our expertise as the go-to technology company amongst the vast business ecosystems across the country.

Technology Partner

TECH4DEV

Technology Partner

oprimes

Active Partner



open source  
initiative®



Technology Consultant



NSR  
CEL

Technology Team



# Olive Gaea

Dubai Based Startup aiding its end users to reduce their carbon footprint by offset plans.



[Individual](#) [Business](#) [About us](#) [Climate Actions](#) [Contact](#) [Blog](#) [SIGN IN](#)

## Rewrite your climate story

Meet hand-picked carbon offsets that support communities and restore the planet. Affordable to everyone, anywhere, and anytime, they come with inspiring stories, real data and meaningful rewards to help you craft a resilient climate future.



MAKE IT PERSONAL



GO FOR YOUR BUSINESS

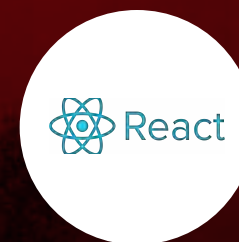
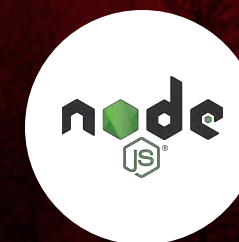


# OliveGaea

## PROBLEM STATEMENT

To make it easy for end users to adapt & take action towards & reducing their carbon footprint.

## TECHNOLOGIES USED



## DELIVERABLES

- ◆ Web Application
- ◆ PWA



# OliveGaea

## HIGHLIGHTS

We were able to translate OliveGaea's vision into reality through -

- ◆ *Building a robust PWA - catering to B2C & B2B customers.*
- ◆ *Developed Carbon Calculator that works with country average & various user's details.*
- ◆ *Integrating tree plantation & carbon certificate offerings through the web portal for users & corporates.*

## STATISTICS

**100+**

Carbon footprint  
calculations completed

**1000+**

Tonnes offset  
completed

**1500+**

Trees planted



# Give India

GiveIndia Fundraiser - Revamping donation page with improvised UI/UX.

give

Log In

*Help Gauri rescue* **50,000  
overworked animals from  
abuse at tourist destinations**

Provide them with shelter, food and medical care

Donate now

## Featured Fundraisers



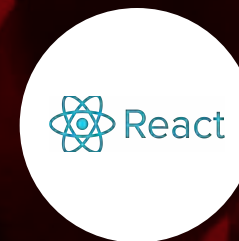
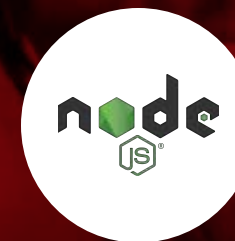


# Give India

## PROBLEM STATEMENT

To make it easy for donors to donate with an improved UI/UX flow.

## TECHNOLOGIES USED



## DELIVERABLES

- ◆ Web Application
- ◆ PWA





# Give India

## HIGHLIGHTS

GiveIndia Donor pages  
were developed to enable

- ◆ *Seamless donation experience.*
- ◆ *Simpler & easy flow for fundraiser page creation.*
- ◆ *Child fundraiser page creation.*

## STATISTICS

**10k+**

Fundraise  
campaigns created

**15M+**

Lives Impacted



# RTE Paradarshi

Implementing Right To Education  
Act across various states

The screenshot shows the RTE-Paradarshi website interface. At the top, there is a header with the logo, contact information (1800 3456 722), and a login button. Below the header is a navigation bar with links: Home, Instructions, Student Registration, FAQs, and General Information. The main content area features a large image of a child and text regarding admission dates and eligibility. A sidebar on the right contains a 'NOTIFICATIONS' section with two entries: one dated 09-JUL-2023 about an online random lottery, and another dated 10-MAY-2023 about the lottery result. At the bottom, there is a table showing statistics for the 2023-24 academic year.

TOTAL STUDENTS (2023-24)	TOTAL SCHOOLS (2023-24)	TOTAL SEATS AVAILABLE (2023-24)	TOTAL ALLOTTED STUDENTS
33291	4133	39765	20026

# RTE Paradarshi

## PROBLEM STATEMENT

To enable bias free implementation of Right to Education Act to ensure seats are allocated as per the quota to the well deserving students.

## TECHNOLOGIES USED



## DELIVERABLES

- ◆ Web Application





# RTE Paradarshi

## HIGHLIGHTS

RTE Paradarshi is implemented across 7+ states with seat allocation lottery algorithm running YoY.

- ◆ *Lottery Algorithm of seat allocation considers gender ratio, location preference, language preference into consideration while allotting seats.*
- ◆ *Complete digitization of schools data along with seat allocations for RTE Act.*
- ◆ *Multi-lingual support to help students & parents to fill up application with ease.*
- ◆ *Transparency in seat allocation & result announcement.*



# RTE Paradarshi

## STATISTICS

**6+**

Active States  
with RTE

**1000+**

Concurrent  
users

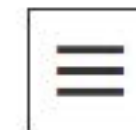
**5 lakh+**

Students Enrolled



# Saajha

Web & mobile application built for NAASCOM  
social award winning organization.



Building **an ecosystem** where every  
parent feels supported and  
connected

A Closer Look

DONATE

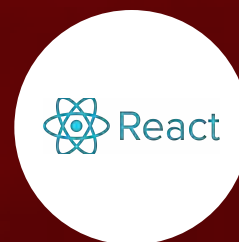


# Saajha

## PROBLEM STATEMENT

To develop a mobile app & ERP Dashboard that helps to connect to parents via calls.

## TECHNOLOGIES USED



## DELIVERABLES

- ◆ Web Application
- ◆ PWA



# Saajha

## Highlights

- ◆ *Integrated Exotel for online Calls, IVRF, and recordings*
- ◆ *Custom form builder for agents to provide response of each call.*
- ◆ *Detailed report for the Admin and Manager.*

## STATISTICS

**2 lakh+**

Calls data  
handled

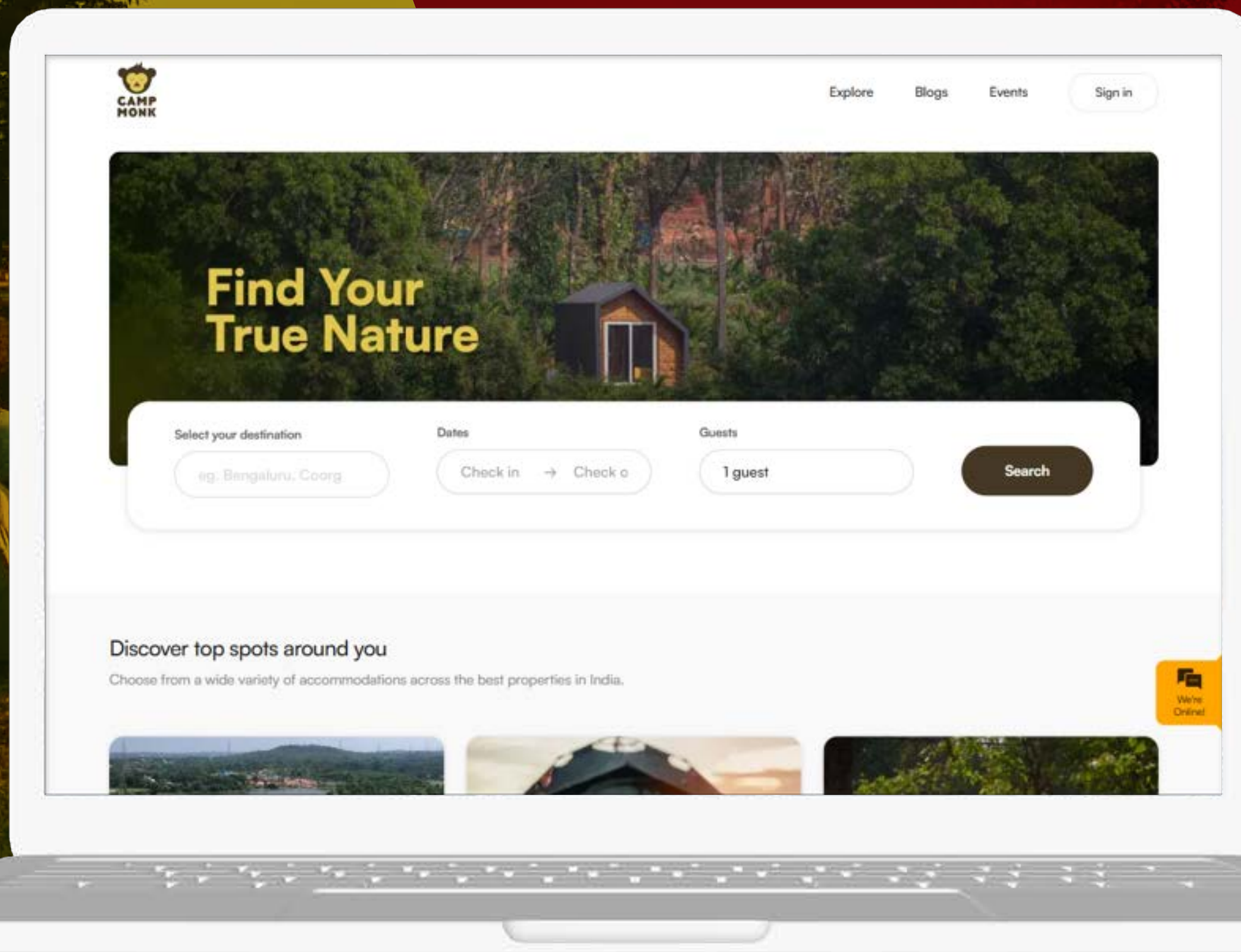
**15K+**

Tasks  
completed



# CampMonk

A web application that helps users to book camping experiences



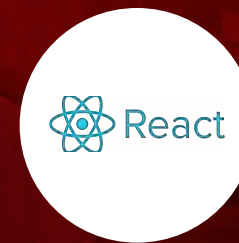
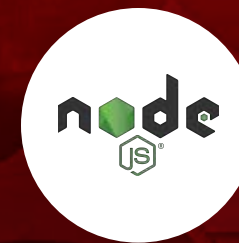


# CampMonk

## PROBLEM STATEMENT

To build a web application that enables users to book camping experiences at ease.

## TECHNOLOGIES USED



## DELIVERABLES

- ◆ Web Application
- ◆ PWA



The background of the slide is a photograph of a campsite. On the left, a large, leafy tree stands prominently. In the foreground and middle ground, several green and brown tents are pitched on a grassy field. The right side of the image is partially obscured by a dark red overlay that contains the text.

# CampMonk

## HIGHLIGHTS

CampMonk as a business offers glamorous camping experiences which evokes luxury & adventure to its users.

- ◆ *Handling images via image compression algorithm to not compromise on quality of the image & yet handle the load on the server.*
- ◆ *End to end booking engine design & development.*

## STATISTICS

**5000+**

Number of  
bookings

**100k+**

Users Served



# Oprimes

A crowdsourced testing platform which offers testing as services to its customers



Solutions ▾

Platform

Case Studies

Blog

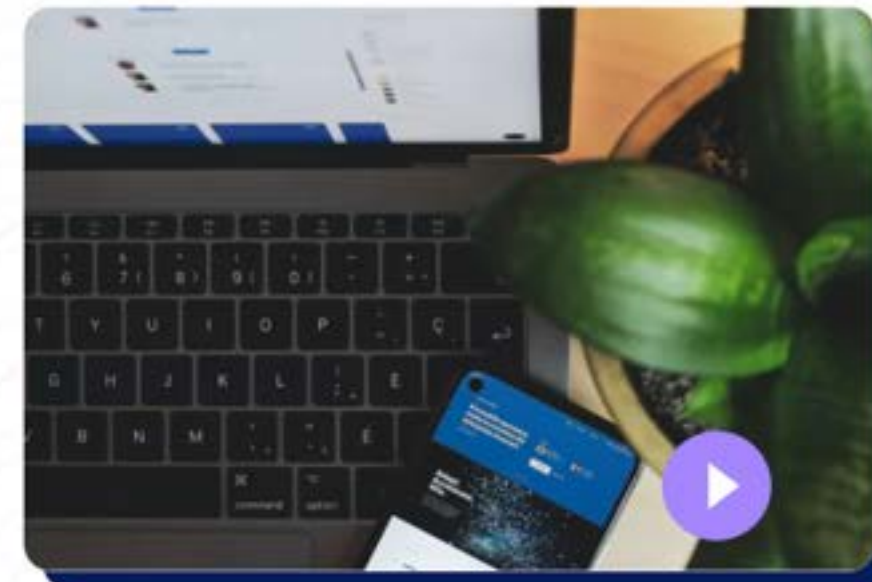
[BOOK A DEMO](#)

## An integrated 360° User Experience Enhancement Platform

Discover holistic user experience insights, enhancement opportunities and threats at scale and reduce user churn.

Enter your mobile number

[Request Call Back](#)



hungamaPlay

OLA

redBus.in



magicbricks

WINZO

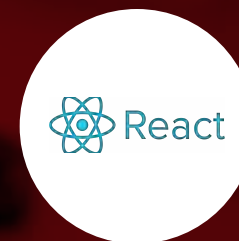
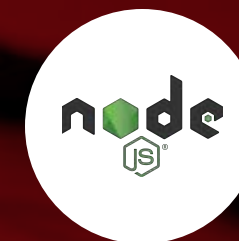


# Oprimes

## PROBLEM STATEMENT

To build a web application that has multiple roles & actions having more than 50K+ testers enrolled in it across the globe.

## TECHNOLOGIES USED



## DELIVERABLES

◆ Web Application





# Oprimes

## CHALLENGES SOLVED

- ◆ *Custom made survey module which is a complex form builder (at par & more capability as compared to Google forms).*
- ◆ *UI/UX that caters to global as well local customers.*
- ◆ *Point based Payout implementation for crowd testers.*

## STATISTICS

**50K+**

Testers across the globe

**50L+**

Payouts done via platform

**110+**

Countries Coverage



# The Atlas for Behavior Change in Development

Web application designed & developed to run high-quality evidence-based behavior change programs at scale for Government Bodies

The screenshot displays the web application interface for 'The Atlas for Behavior Change in Development'. The left sidebar contains a navigation menu with the following sections: Home, WORKSPACES (Swatchh Bharat, Mission: Vaccinate India), EXPLORE (Topics, Behaviors, Outcomes), LEARN (Behavioral barriers, Behavioral solutions), RESOURCES (Knowledge library, Collateral library, RFP library), and CONNECT (Expert Directory, Partner Directory, Funder Directory). The main content area shows the 'Workspace' for 'Mission: Vaccinate India'. It includes a header with the workspace name and a description: 'Create your own workspace on ABCD and invite your team members to collaborate.' Below this is a card for 'Mission: Vaccinate India' with a circular icon and a brief description of the government's stimulus package. A filter bar is present with options for TOPICS, BEHAVIOR, CATEGORY, and ADDED BY, along with an 'Apply' button and a 'Search by name' input field. The main content area displays a table of items:

NAME	CATEGORY	ADDED BY
Health and wellness	Behavior	Shubham gupta
Covid-19 pandemic in India	Topics	Shubham gupta
Covid-19 vaccination in India	Topics	Shubham gupta

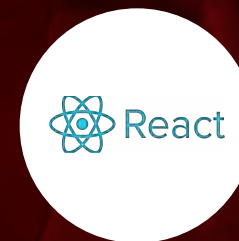
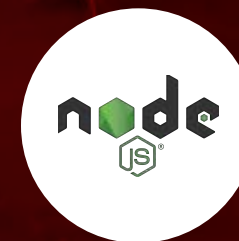


# The Atlas for Behavior Change in Development

## PROBLEM STATEMENT

To build a platform based solution that can highlight what individual and institutional behaviours has to change to adopt at-scale solutions for SDG Problems.

## TECHNOLOGIES USED



## DELIVERABLES

◆ Web Application



# The Atlas for Behavior Change in Development

## HIGHLIGHTS

A one stop solution for all policy makers, change levers to understand barriers, view solutions that can result in behavioural change.

- ◆ *User centric design to build workspaces for various behaviors that can be accessed by different roles.*
- ◆ *Integration of AI based chat bot into application to cater for unorganised queries.*
- ◆ *Elastic Search to cater answers in the sea of data within seconds for the users.*

## STATISTICS

*Funded by Bill &  
Melinda Gates  
Foundation*

*In Collaboration  
with Dalberg  
Consulting firm*



# Milaan-Girl Icon Program

Social impact organization working to impart girls the knowledge, skills, and social environment needed to pursue their aspirations.



The image shows a screenshot of the Milaan-Girl Icon Program website. The background features a photograph of two young women standing outdoors. The woman on the left is wearing a pink kurta and a black shawl, while the woman on the right is wearing a blue kurta with a pink and blue shawl. The website has a purple and white color scheme. The header includes the Milaan logo and the tagline 'Building a movement of Girl Leaders'. Navigation links include 'THE GIRL ICON APPLICATION', 'DONATE', 'COVID-19', 'SUMMIT 2022', 'JOIN', 'STORIES', 'RESOURCES', and 'FUNDRAISING'. Below the header, there are tabs for 'PEOPLE', 'PURPOSE', and 'PATH'. The main content area is titled 'RISE FOR HER' and includes a call to action: 'Join our community of monthly donors committed to invest in empowering girls'. A form allows users to choose an amount to give per month (₹ 500, ₹ 1000, ₹ 2500, ₹ 5000, ₹ 10000) and shows that they support 1 girl. There are also options for 'Indian Citizen' and 'Other Nationality', and a dropdown for 'Do you have a PAN Card'. A prominent purple button labeled 'DONATE NOW' is at the bottom.

**Milaan**  
Building a movement of Girl Leaders

THE GIRL ICON APPLICATION | DONATE | COVID-19

SUMMIT 2022 | JOIN | STORIES | RESOURCES | FUNDRAISING

PEOPLE | PURPOSE | PATH

## RISE FOR HER

Join our community of monthly donors committed to invest in empowering girls

Choose an amount to give per month

₹ 500 | ₹ 1000 | ₹ 2500 | ₹ 5000 | ₹ 10000

You support 1 girl

☒ Indian Citizen ☐ Other Nationality

Do you have a PAN Card:

**DONATE NOW**

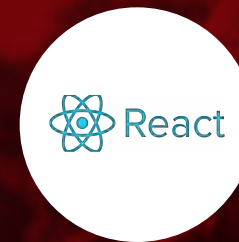
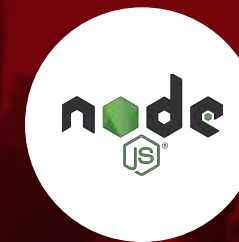


# Milaan

## PROBLEM STATEMENT

To bring digitization for the Girl Icon Program that happens every year across various states.

## TECHNOLOGIES USED



## DELIVERABLES [↗](#)

- ◆ Web Application
- ◆ PWA





# Milaan

## HIGHLIGHTS

Aimed at building scalable technology solution that can cater to support 100,000 girls to enroll, get trained and elevate as Girl Icon.

- ◆ Custom web application that brings in technology as an enabler for various steps involved in Girl Icon Program.
- ◆ Custom form builders, in-app video interviews, group zoom sessions are a few to name that have transformed manual process.
- ◆ Rubric based assessment, statistical dashboard for M&E brings an overall coverage for the application.

## STATISTICS

**10K+**

Girl icons in 2023

**2+**

Program Active States



# CapUp

Helping CapUp be the financial  
product for Startups



## We design simple **finance products** for **Start Ups**

Choose a product basis your business needs and raise capital up to few crores to unlock your full potential.

[Apply Now](#)

[Learn more](#)

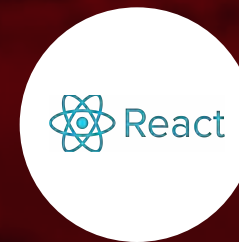
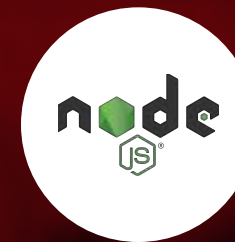


# CapUp

## PROBLEM STATEMENT

Building cash lending application for SMEs through Angel Investors, all under one roof.

## TECHNOLOGIES USED



## DELIVERABLES

◆ Web Application



The logo for CapUp, featuring the word "CapUp" in a bold, white, sans-serif font. The background of the slide is split diagonally from the top-left to the bottom-right. The left side is a dark blue-grey color with a faint image of several coins stacked on top of each other. The right side is a dark red color with a faint image of a calculator keypad and a line graph showing an upward trend.

CapUp

# HIGHLIGHTS

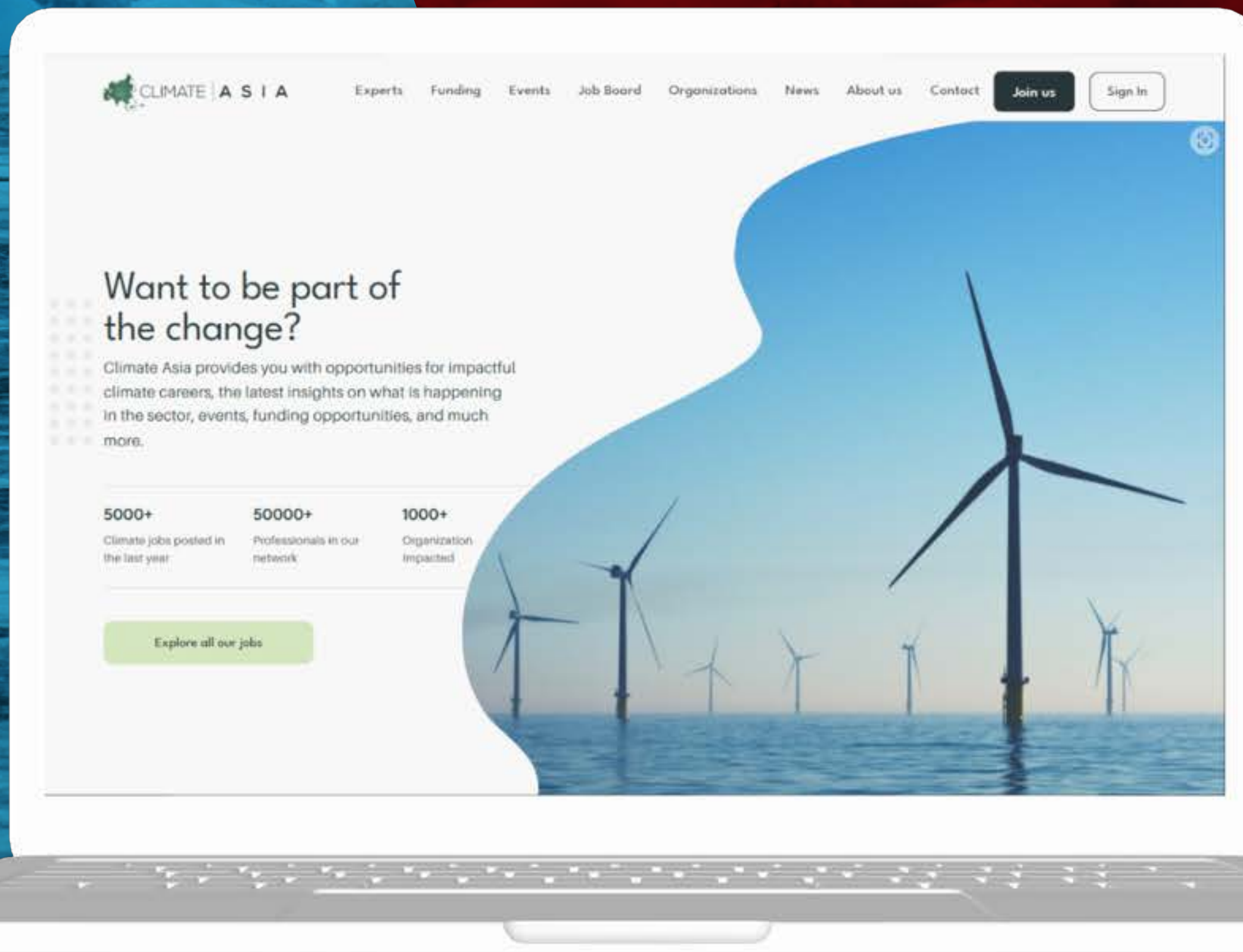
Building technology product for CapUp that aims to disrupt lending space for Startups.

- ◆ *Multi role application built to handle the flows between a lender and receiver.*
- ◆ *WhatsApp integration, ESCROW integration to aid the business goals.*
- ◆ *In application trigger for invoice and settlements.*



# Climate Asia

Building exclusive job portal for  
climate Sector



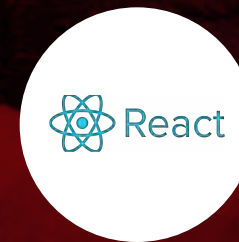
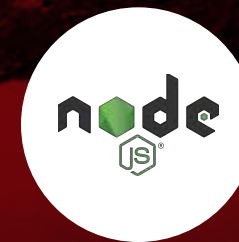


# Climate Asia

## PROBLEM STATEMENT

To build a dedicated space for climate sector jobs with all the capabilities of a job portal.

## TECHNOLOGIES USED



## DELIVERABLES

◆ Web Application



# Climate Asia

## HIGHLIGHTS

Helping a social sector organisation to create a dedicated space for climate sector jobs.

- ◆ *Full fledged job portal for employer with job creation, interview setting and candidate profile filtration flow.*
- ◆ *Building domain specific job portal that aids candidate to easily onboard and find jobs.*
- ◆ *A rich dynamic dashboard for admin to measure, analyse and manage data for the entire application.*

## STATISTICS

**30K+**

Candidates enrolled

**100+**

Employers  
Onboarded

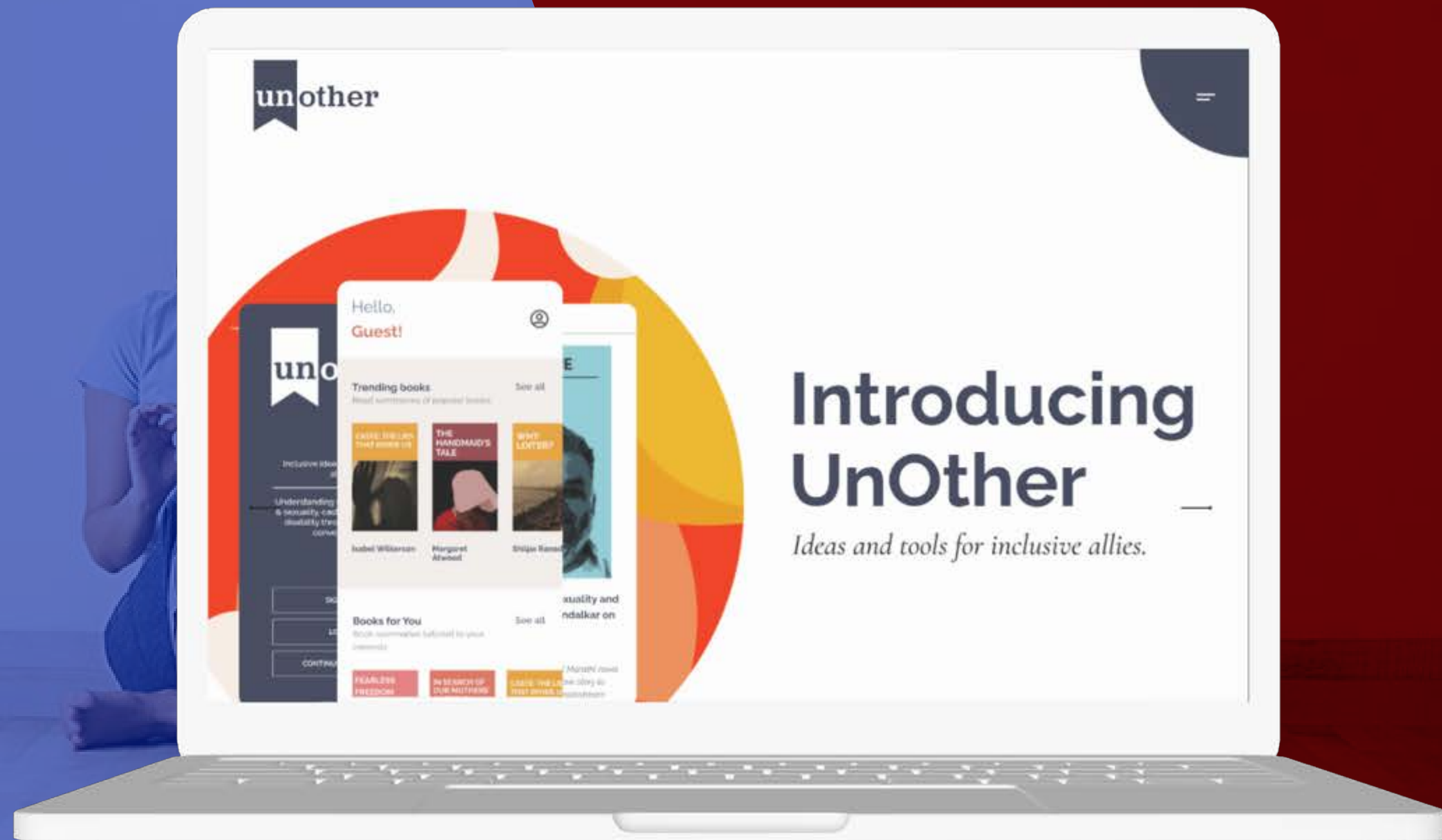
**1000+**

Jobs Created



# UnOther

A mobile application focused on  
diversity and inclusion topics





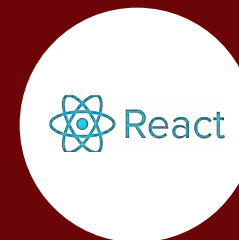
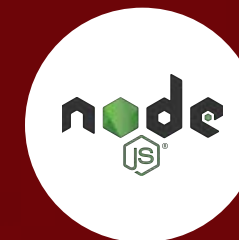
# UnOther



## PROBLEM STATEMENT

Building a dedicated mobile app that caters books, podcasts, summaries and events focusing on Diversity & Inclusion topics.

## TECHNOLOGIES USED



## DELIVERABLES

- ◆ Web Application
- ◆ PWA



# UnOther



## HIGHLIGHTS

A subscription based mobile application that lets its users to subscribe and consume content.

- ◆ *Signup, subscription and payment for the users who wish to use.*
- ◆ *User interest based prediction of content of interest.*
- ◆ *Events, Community and Chat that focus on community related feature.*

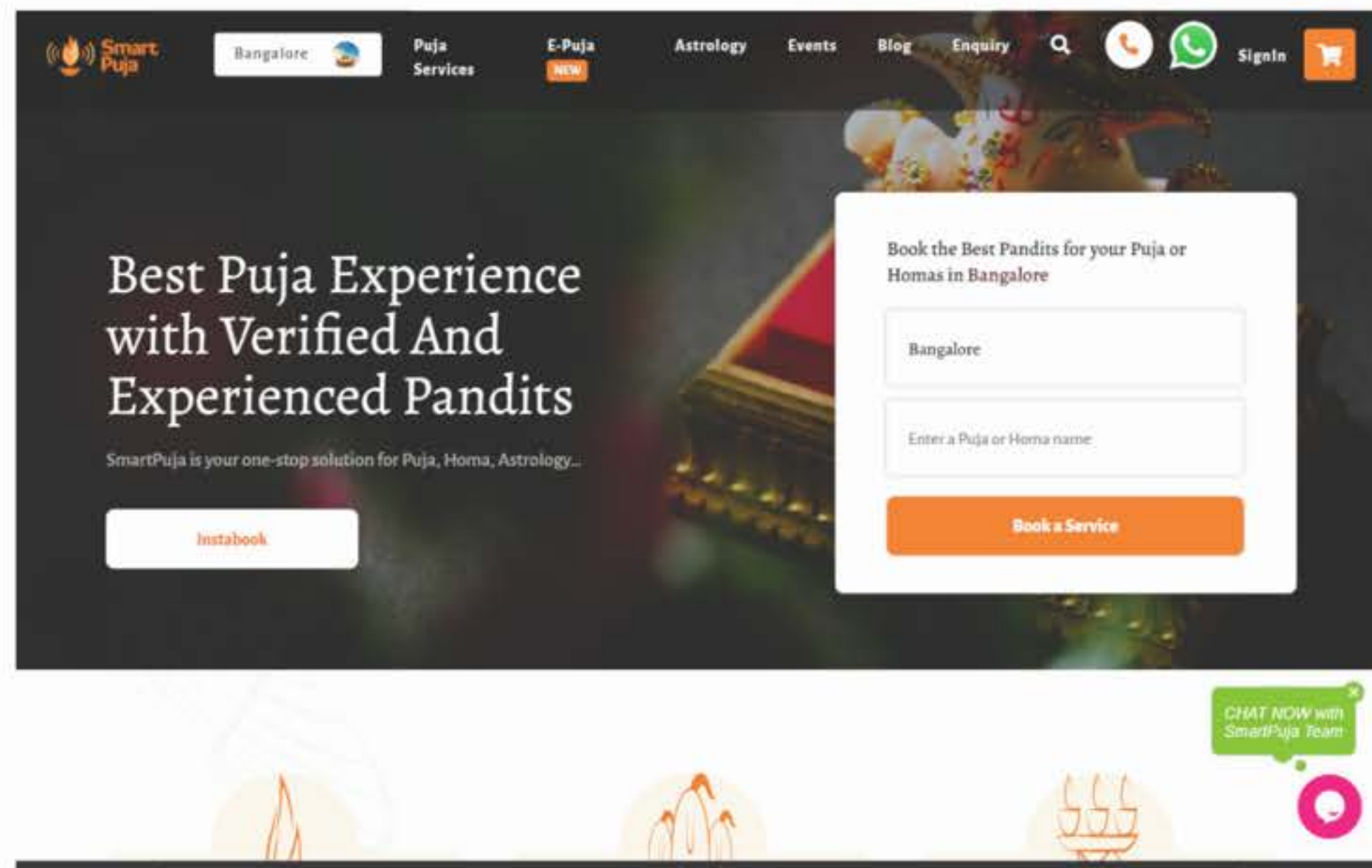
Available on





# Smart Puja

An application that lets you "Book a Pandit" that suits your puja style



The image shows a laptop screen displaying the Smart Puja website. The website has a dark blue header with the Smart Puja logo, a location dropdown set to 'Bangalore', and navigation links for Puja Services, E-Puja (marked 'NEW'), Astrology, Events, Blog, Enquiry, and a search icon. There are also icons for WhatsApp, a phone, and a 'Sign In' button. The main content area features a large heading 'Best Puja Experience with Verified And Experienced Pandits' and a subtext 'SmartPuja is your one-stop solution for Puja, Homa, Astrology...'. Below this is an 'Instabook' button. A white booking form is overlaid on the right side of the main content, titled 'Book the Best Pandits for your Puja or Homas in Bangalore'. It contains a dropdown menu for 'Bangalore', a text input field for 'Enter a Puja or Homa name', and an orange 'Book a Service' button. At the bottom right of the website, there is a green chat bubble that says 'CHAT NOW with SmartPuja Team' and a pink chat icon. The background of the website features a blurred image of a person in a pink sari performing a puja.

Smart Puja

Bangalore

Puja Services

E-Puja NEW

Astrology

Events

Blog

Enquiry

Sign In

Best Puja Experience with Verified And Experienced Pandits

SmartPuja is your one-stop solution for Puja, Homa, Astrology...

Instabook

Book the Best Pandits for your Puja or Homas in Bangalore

Bangalore

Enter a Puja or Homa name

Book a Service

CHAT NOW with SmartPuja Team

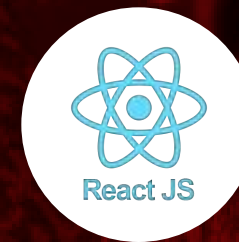
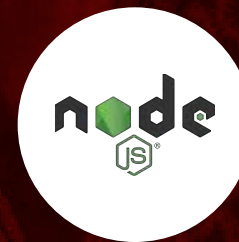


# Smart Puja

## PROBLEM STATEMENT

Helping SmartPuja be the one stop solution for puja needs (of various styles).


## TECHNOLOGIES USED



## DELIVERABLES [↗](#)

- ◆ Web Application
- ◆ Mobile Application





# Smart Puja

## HIGHLIGHTS

Bringing technology Infusion to business to achieve the product mission.

- ◆ Built features that caters to three roles - Pandit, Consumer and SmartPuja team
- ◆ Built features to ease out operations on field for SmartPuja team such as booking management, booking calendar, assign, re-assign pandits.
- ◆ A detailed cart style feature to add puja and add-ons for the consumer thereby delivering a clean and transparent experience

## STATISTICS

**300+**

bookings completed

**50+**

Styles of Puja

**1500+**

Pandits on board



# Get Empowered

 [www.think201.com](http://www.think201.com)    [hello@think201.com](mailto:hello@think201.com)   **Bē** Design portfolio