



SOFTLAND
INNOVATION BEYOND IMAGINATION
INDIA LTD



COMPANY & PRODUCT PROFILE

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SOFTLAND AN OVERVIEW

Softland india Ltd.,an Indian Based public Ltd company since 1995 with 2 decades of Legacy and rich expertise.We are strong in providing:

Hardware Designs And Solutions

Design, Development Manufacture,Sales & Maintainance of

- Handheld Portable Micro Computers(PDA)
- Palmtec Amphibia,Palmtec Plutonia,Palmtec DataCOL
- Portable Intelligent Printer-IprintMarvel Thermal,IprintMarvel Dotmatrix
- Scrolling High Quality LED Indoor & Outdoor boards for digital signage
- Indoor Product rate,Interest rate Display Boards for Shops & Establishments,Banks
- Smart Wireless Alert System(SWAS) for Restaurant & Board rooms

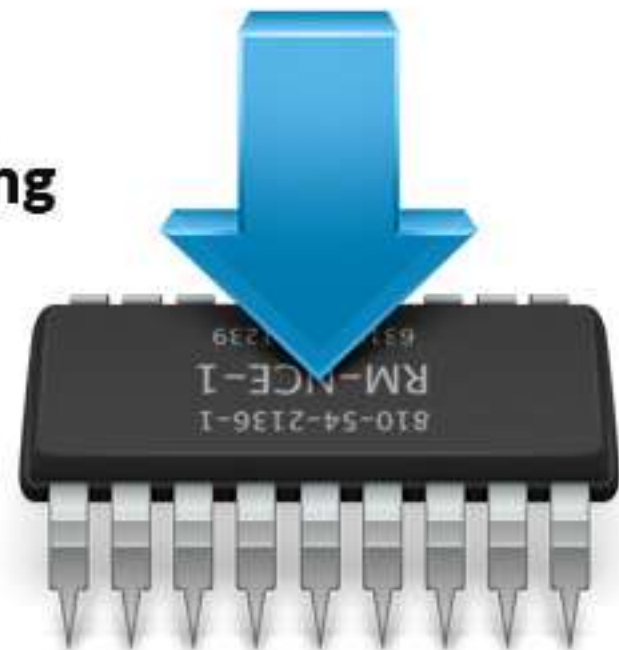


SOFTLAND AN OVERVIEW

Softland india Ltd.,an Indian Based public Ltd company since 1995 with 2 decades of Legacy and rich expertise.We are strong in providing:

Embedded Firmware Solutions

- Providing field application solutions,combining embedded & software technologies
- billtrac, pos, pay collect, bus ticketing,parking



SOFTLAND AN OVERVIEW

Softland india Ltd.,an Indian Based public Ltd company since 1995 with 2 decades of Legacy and rich expertise.We are strong in providing:

P C Software Solutions

■ Design,Development & Implementations Of Software Applications on PHP ,VB,JAVA,ASP.NET,C#.

■ Providing Software applications like S F A, electricity billing,water billing,ticketing solution,ERP Solutions

■ Providing software application combained with Android Application,QMS,HRMS,KOT



XML



Microsoft
Visual Studio

Microsoft
ASP.net

ASP
Active
Server
Pages



SOFTLAND AN OVERVIEW

Softland india Ltd.,an Indian Based public Ltd company since 1995 with 2 decades of Legacy and rich expertise.We are strong in providing:

Mobile Applications

- Kitchen Order Taken
- Queue management system
- Smart Wireless Alert System



SOFTLAND AN OVERVIEW

Softland india Ltd.,an Indian Based public Ltd company since 1995 with 2 decades of Legacy and rich expertise.We are strong in providing:

Total Solutions

- ENTERPRISE RESOURCE PLANNING
- SALES FORCE AUTOMATION
- AUTOMATIC FARE COLLECTION AND REPORTING SYSTEM
- FIELD PAYMENT COLLECTION
- LOYALTY MANAGEMENT SYSTEM



STRENGTH

SoftLand family comprises a strength of 150+ young Vibrant Softlandians in

- ▶ **Research & Development, (R & D)**
- ▶ **Customer support,**
- ▶ **Software,**
- ▶ **Quality Control, (QC)**
- ▶ **Production**
- ▶ **Sales & Marketing**
- ▶ **Service Centres at Various Destinations**
- ▶ **Business Operations in India & Abroad**



CREDENTIALS

- Registered Registrar Of Companies India
- Registered Central Excise and Customs- India
- Registered Sales Tax Authority Kerala
- Registered National Small Industries Corporation (NSIC).
- Registered Government of Kerala, Industries Dept (DIC).
- Registered Electronic Software Promotion Council (ESC).
- Associated Chamber of Commerce – Kerala Chapter.
- Associated Kerala Vyapari Vevasaya Ekopana Samithi.
- Rated by Dun and Bradstreet.
- Supported by STATE BANK OF TRAVANCORE.
- ISO-9001 Certified Company



CUSTOMER SEGMENT

- ▶ **Transport Corporation & Private Buses,(Bus ticket & L E D)**
- ▶ **Banking and Financial Institutions (Daily deposit, Loan and Chit collection)**
- ▶ **Enterprise Resource Planning & Sales Force Automation**
- ▶ **Jewellers (Gold Payment Scheme)**
- ▶ **Spot Billing (Electricity, Water supply and Property tax)**

Customer Segments



CUSTOMER SEGMENT

- ▶ **FMCG & Pharma (Van Sales, Order booking and Invoice payment collection)**
- ▶ **Hotels & Restaurants (Kitchen Order Token)**
- ▶ **Industries(Canteen automation with Biometric and Smartcard)**
- ▶ **Parking (Shopping Malls, Multiplex, Amusement parks, Temples etc.,)**
- ▶ **Field Payment Collection, Invoice Payment Collection & Cable TV**

Customer Segments



ORGANOGRAM



EMBEDDED TWENTY YEARS OF EXCELLENCE

1995 - 1996

1995 - 1996

The Birth of Softland India Limited.
Launch of Automatic Paging Equipment.

1997 - 2000

1997 - 2000

Launch of Automatic Telegram Handling System.
Launch of Automatic Telephone Revenue Collection System.

2001 - 2004

2001 - 2004

Launch of 8 / 16 Bit Micro Controller
Palmtec

2005 - 2008

2005 - 2008

Launch of Portable Printer – PrintMarvel.
Launch of Palmtec Amphibia / Plutonia
in 32 Bit Controllers

2009 - 2010

2009 - 2010

Launch of Intelligent Printer - IPrintMarvel.
Launch of Various Software Solutions for
Total Solutions

2011 - 2016

2011 - 2016

Total Automation Software Solution,
Android, .Php, .net Solutions



PRODUCT RANGES

Palmtec
Amphibia



**HANDHELD PORTABLE
MICRO COMPUTER(PDA)
FOR VARIOUS FIELD
APPLICATIONS**

Palmtec
Plutonia



iPrintMarvel
NORMATIVE



**BLUETOOTH
PORTABLE PRINTER FOR
MOBILE APPLICATIONS**

iPrintMarvel
THERMAL



Vilambara
INDOOR



**SCROLLING
LED DISPLAY BOARDS
FOR DIGITAL SIGNAGE**

Lakshya
OUTDOOR



PRODUCT RANGES

QMS



QUEUE MANAGEMENT SYSTEM

BIRD



RATE DISPLAY BOARD FOR BANK & SHOPS

LCMS



LOYALTY CARD MANAGEMENT SYSTEM

SWAS



SMART WIRELESS ALERT SYSTEM FOR RESTAURANTS & BOARD ROOMS



PRODUCT RANGES

SFA

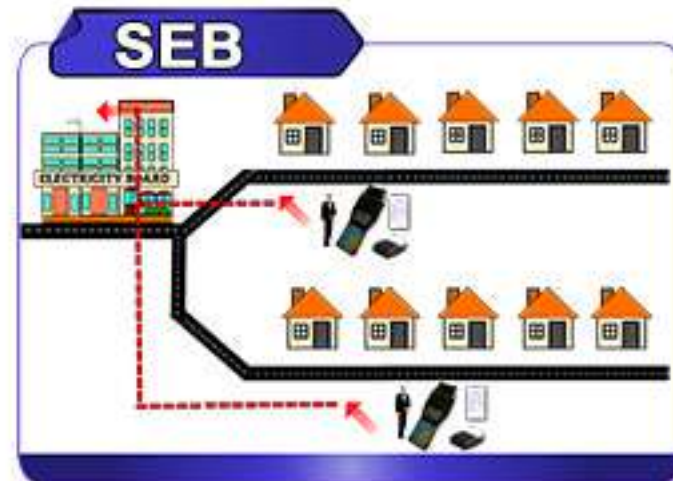


SALES FORCE AUTOMATION

Sales & Billing
Order Processing
Customer Management

SPOT BILLING IN ELECTRICITY & WATERSUPPLY

Works in both Offline/Online services
Easy to handle, fast billing system
Online Monitoring System to monitor
meter readers field work.
Dashboard Management
Providing better service & Support



MICRO FINANCE



MICRO FINANCE

Micro Finance Field
Payment Collections
Report Management

PRODUCT RANGES

ENTERPRISE RESOURCE PLANNING

Human Resource Management

Engineering Management

Inventory Management

Assets Management & Accounts Management



CUSTOMER MANAGEMENT SYSTEM



Automatic Bill Generation
Plan Type Management
Route wise Agent
Complaint Management Module
Collection of Bill Payment via
Palmtec Machine



APARTMENT MANAGEMENT SYSTEM

Create Project, Blocks and Apartments

Admin controlled System

Quick Registration in Easy Modes

Advance booking of Amenities & Member Directory

Bill Generation & Collection

Payment history

Private & Public complaint registration

Messages, Events, Polls and Notices

Service Contacts & Poll Management



PRODUCT RANGES

AUTOMATIC FARE COLLECTION & REPORTING SYSTEM

Palmtec Amphibia

Smart Card

Firmware

Web Application



PORTABLE BIOMETRIC ACCESS

Easy & Fast Working

Fool Proof Technology

Accuracy of Attendance

Reduce Risk & Increase Safety

Multi-Level Password Protection

KITCHEN ORDER TAKEN USING ANDROID PHONE / TAB

Faster Service & Save Time

Keep your customers happy too

Highly flexible & User friendly

Increased sales volume / turnover



OUR FOOT PRINTS



CONTACT US

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