



WELCOME TO

TECHFOREST SOFTWARE PRIVATE LIMITED

"ENGINEERED IN INDIA. BUILT FOR THE WORLD"

AI-Powered World-Class Technology and Software Solutions with
a Global Outlook, from Indore



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VISION & MISSION: OUR GUIDING PRINCIPLES

At TechForest Software, our strategic direction is shaped by a clear vision and a compelling mission, driving us towards unparalleled excellence in the global digital arena. We believe in building a future where technology serves as the ultimate enabler for businesses worldwide.

OUR VISION

To lead the global digital transformation by pioneering cutting-edge software solutions that redefine efficiency, connectivity, and growth for enterprises across diverse industries. We aspire to be the most trusted and innovative partner in the digital journey of businesses, fostering a future where technological limitations are non-existent.

OUR MISSION

To empower tech-forward enterprises with robust, scalable, and secure software solutions, specializing in bespoke SaaS, ERP development, and comprehensive digital services. We are committed to delivering measurable value through unparalleled engineering excellence, strategic insights, and a client-centric approach, enabling our partners to achieve sustainable competitive advantages.



THE ARCHITECT OF INNOVATION OUR LEADER

Suresh Kumar Nashine

Director | Governance, Integrity & Strategic Leadership

Suresh Kumar Nashine is a distinguished former **Madhya Pradesh Police officer** with more than 37 years of leadership and public-service experience in various districts of MP, including service as City Superintendent of Police, Khandwa and Indore, and key responsibilities across Indore, Bhopal, Ujjain, Jabalpur and many more. His career reflects integrity, decisive leadership, crisis management and sound administrative judgement across critical law-and-order situations and sensitive operations.

As **Director** at **TechForest Software Private Limited**, he brings this experience into governance, strategic oversight, accountability and responsible organisational leadership.



SURESH KUMAR NASHINE

Director | Governance, Integrity
& Strategic Leadership

“Our strength lies in decades of disciplined leadership, sound judgement and an unwavering commitment to integrity and accountability”



THE ARCHITECT OF INNOVATION OUR LEADER

Siddharth Nashine

Founder & Director | Technology, Product & Strategic Growth

Siddharth Nashine is a Computer Science Engineering graduate, he began his career with leading MNCs like **Capgemini** and **Accenture**, gaining strong experience in software engineering and enterprise technology.

As **Director** at **TechForest**, he leads technology, product strategy and business growth, focusing on building customised, scalable and practical digital solutions aligned with real business needs. His philosophy is simple: Understand the Business. Engineer the Right Solution. Deliver What Actually Works.

**SIDDHARTH
NASHINE**
Founder & Director



“Our strength lies in engineering solutions that fit the business, rather than forcing the business to fit the software”





DIGITAL & TECHNOLOGY ECOSYSTEM

A business may need visibility, enquiries, customer management and internal efficiency at different stages of growth. TECHFOREST SOFTWARE brings these capabilities together under one technology partner.



ONE PARTNER. MULTIPLE CAPABILITIES.

Digital Marketing • Branding • Websites • E-Commerce • Applications
• ERP • CRM • Automation • AI Solutions

• THE IDEA:

Instead of managing disconnected digital activities, businesses can build a connected digital ecosystem around their actual requirements.



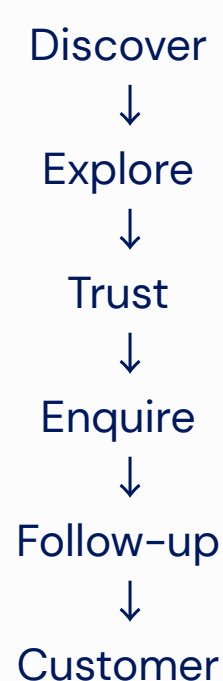
DIGITAL MARKETING

Digital marketing includes the complete digital journey through which customers discover, evaluate, contact and interact with a business.

- **THE ECOSYSTEM:**

1. **SEO** — Organic search visibility
2. **AEO** — Answer-focused content
3. **GEO** — AI-assisted search visibility
4. **GBP** — Local discovery
5. **Social Media** — Brand communication
6. **Google Ads** — Search-driven advertising
7. **Meta Ads** — Audience-based advertising
8. **Content Production** — Photos, videos & reels
9. **WhatsApp & Email** — Customer communication
10. **Analytics** — Measurement & optimization

- **A SIMPLE CUSTOMER JOURNEY:**



- **OUR FOCUS:**

The objective is not simply to increase digital activity. It is to create relevant visibility and meaningful customer interactions around measurable business objectives.





SEARCH ENGINE OPTIMIZATION (SEO)

SEO focuses on improving the structure, content and technical quality of a website so search engines can better understand and present relevant pages to users.

- **WHAT WE WORK ON:**

- 1.Keyword & Search Intent Research
- 2.On-Page SEO
- 3.Technical SEO
- 4.Content Optimization
- 5.Internal Linking
- 6.Local SEO
- 7.Website Structure
- 8.Search Performance Monitoring

- **WORKING:**

Customer Search
↓
Search Engine
↓
Relevant Content
↓
Website Visit
↓
Enquiry / Action

- **BUSINESS VALUE:**

- ✓ Builds organic visibility
- ✓ Helps attract relevant visitors
- ✓ Supports local discovery
- ✓ Improves website structure
- ✓ Creates a foundation for long-term search visibility

- **OUTPUT:**

Optimized website structure + search-focused content + ongoing performance insights.





AEO

ANSWER ENGINE OPTIMIZATION



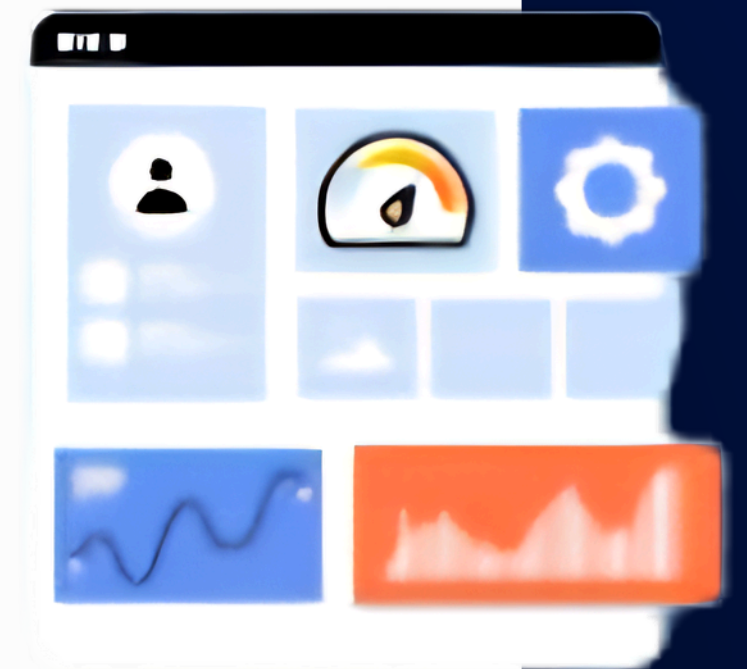
GEO

GENERATIVE ENGINE OPTIMIZATION

ANSWER ENGINE OPTIMIZATION (AEO)

WHY IT MATTERS

- ✓ Helps organize information clearly
- ✓ Supports question-based search
- ✓ Improves user experience
- ✓ Complements SEO
- ✓ Prepares content for changing search behaviour



GENERATIVE ENGINE OPTIMIZATION (GEO)

WHY IT MATTERS

- Better-organized information ✓
- Stronger content foundation ✓
- Supports emerging search experiences ✓
- Complements SEO & AEO ✓







GOOGLE BUSINESS PROFILE (GBP)

Google Business Profile helps customers discover business information through Google Search and Maps.

- **WHAT WE MANAGE:**

1. Business Information
2. Categories
3. Services
4. Products
5. Photos
6. Business Updates
7. Review Response Guidance
8. Location Information
9. Website & Contact Details



- **CUSTOMER JOURNEY:**



- **BUSINESS VALUE:**

- ✓ Local visibility
- ✓ Easy customer access to information
- ✓ Better presentation of business details
- ✓ Review and reputation management support
- ✓ Supports local search strategy

OUTPUT

A properly maintained and informative local business presence.



SOCIAL MEDIA MARKETING

Effective social media starts with understanding the business, its audience and what information customers need to see.

- **OUR PROCESS:**

Business Understanding



Content Strategy



Content Calendar



Shoot / Design / Editing



Publishing



Engagement



Performance Review



SOCIAL MEDIA MARKETING

- **CONTENT WE DEVELOP:**

1. Educational Content
2. Product & Service Showcases
3. Reels
4. Brand Stories
5. Offers & Announcements
6. Customer-Focused Content
7. Informational Creatives

- **BUSINESS VALUE:**

- ✓ Consistent brand communication
- ✓ Product/service visibility
- ✓ Audience engagement
- ✓ Brand familiarity
- ✓ Support for advertising campaigns

- **OUTPUT:**

A planned and consistent social media presence aligned with the business.







PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

Professional visual content helps businesses present their products, people, spaces and services across digital platforms.

• WE CREATE:

-  Product Photography
-  Business Videos
-  Office & Infrastructure Shoots
-  Founder & Team Content
-  Property & Hospitality Shoots
-  Retail & Product Showcases
-  Promotional Videos
-  Short-Form Video Content

• OUTPUT:

Professional visual assets for websites, social media, advertisements and business communication.





GRAPHIC DESIGN & VIDEO EDITING

Turning Information Into Content People Can Understand

- **CREATIVE DESIGN:**

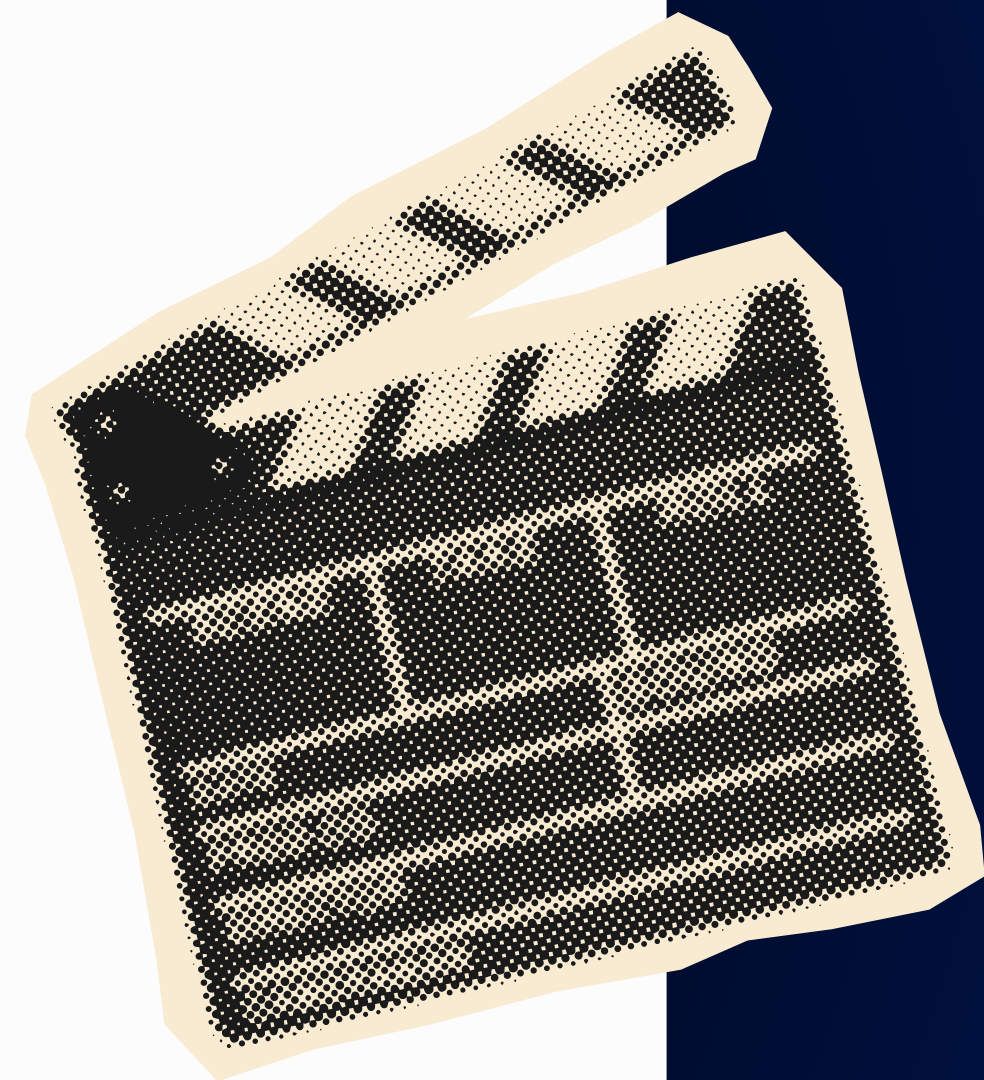
1. Social Media Creatives
2. Advertisement Designs
3. Banners
4. Brochures
5. Catalogues
6. Infographics
7. Presentations
8. Promotional Material

- **VIDEO EDITING:**

1. Reels
2. Promotional Videos
3. Short-Form Videos
4. Motion Graphics
5. Text Animation
6. Brand Integration
7. Platform-Specific Format

- **OUTPUT:**

Consistent, platform-ready visual content designed around the communication objective.

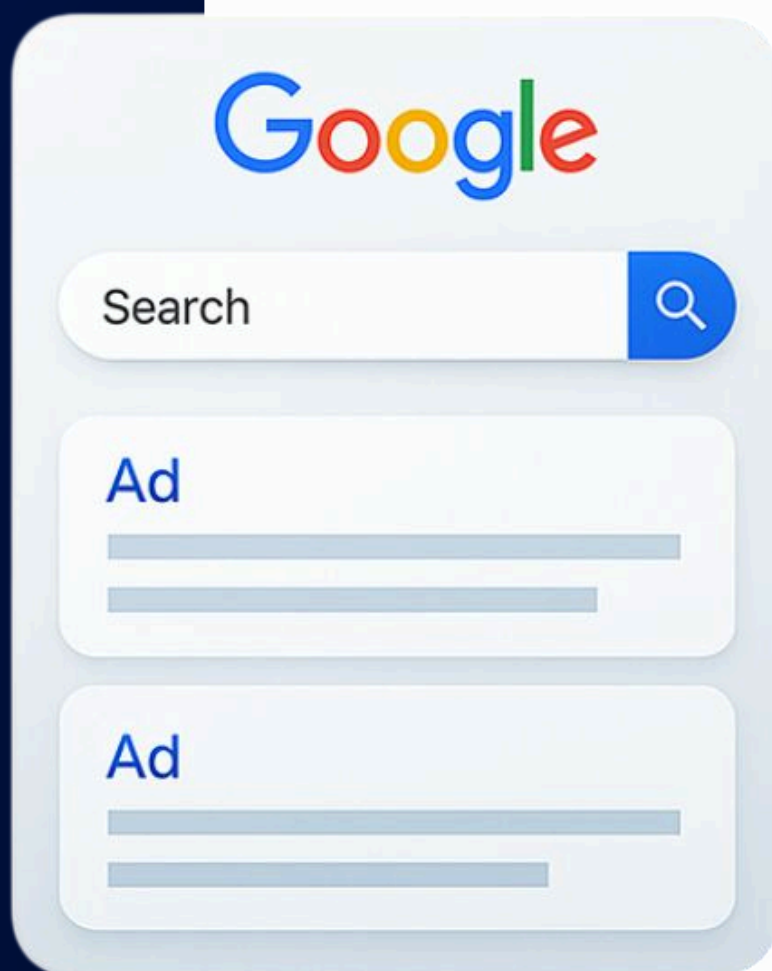






GOOGLE ADS

REACH CUSTOMERS AT THE MOMENT THEY ARE SEARCHING FOR YOUR PRODUCTS OR SERVICES.



Why Google Ads?

- Reach Customers with Purchase Intent ✓
- Generate Qualified Business Enquiries ✓
- Flexible Budget Management ✓
- Measurable Campaign Performance ✓
- Location & Audience Targeting ✓
- Continuous Campaign Optimization ✓

META ADS

REACH THE RIGHT AUDIENCE WITH TARGETED DIGITAL ADVERTISING.

Why Meta Ads?

- ✓ Reach Highly Targeted Audiences
- ✓ Increase Brand Awareness
- ✓ Generate Leads & Enquiries
- ✓ Promote Products & Services
- ✓ Drive Website Traffic
- ✓ Support Sales & Marketing Campaigns





AI-POWERED DIGITAL MARKETING

AI CAN SUPPORT MARKETING TEAMS BY HELPING WITH RESEARCH, CONTENT IDEATION, ANALYSIS, ORGANIZATION AND REPETITIVE WORKFLOWS.

• WHERE WE USE AI:

1. Content Research
2. Content Ideation
3. Data Analysis Support
4. Audience Insights
5. Content Planning
6. Reporting Assistance
7. Workflow Automation
8. Customer Communication Support



• WORKING MODEL:







BRAND IDENTITY

A consistent identity helps customers recognize your business across different physical and digital touchpoints.

• OUR BRANDING SOLUTIONS:

1. Logo Design
2. Brand Identity
3. Colour System
4. Typography
5. Brand Guidelines
6. Business Cards
7. Letterheads
8. Social Media Brand Kit
9. Corporate Profiles
10. Presentation Templates



• OUTPUT:

A structured visual identity that can be applied consistently across marketing and business communication.



PACKAGING & PRINT DESIGN

Take Your Brand Beyond the Screen

- **PACKAGING:**



Boxes



Labels



Shopping Bags



Gift Packaging



Product Packaging

- **PRINT & PROMOTIONAL:**

1. Brochures
2. Catalogues
3. Flyers
4. Pamphlets
5. Menus
6. Standees
7. Banners
8. Business Cards
9. Stationery
10. Certificates
11. Promotional Materials

- **OUTPUT:**

Professionally designed brand and promotional assets prepared for the intended print or physical application.

WEB DEVELOPMENT





WEBSITE DEVELOPMENT

- **WHY EVERY BUSINESS NEEDS A WEBSITE:**

A professional website helps customers understand who you are, what you offer, why they should choose you, and how they can contact you—all in one place, available 24×7. Whether you operate a hospital, school, retail store, real estate company, restaurant, manufacturing unit, or service business, your website often creates the first impression of your brand.

- **WHAT A BUSINESS WEBSITE SHOULD DO;**

- ✓ Build trust and credibility
- ✓ Clearly present products and services
- ✓ Generate enquiries through forms, calls or WhatsApp
- ✓ Showcase customer reviews and achievements
- ✓ Help customers find important business information
- ✓ Support SEO and digital marketing activities





WEBSITE DEVELOPMENT

• SOLUTIONS:

- Business Websites
- Corporate Websites
- Service Websites
- Real Estate Websites
- Healthcare Websites
- Education Websites
- Hospitality Websites
- E-Commerce Websites
- Booking & Enquiry Websites

• DEVELOPMENT FLOW:

REQUIREMENT:



PLANNING



UI/UX



DEVELOPMENT



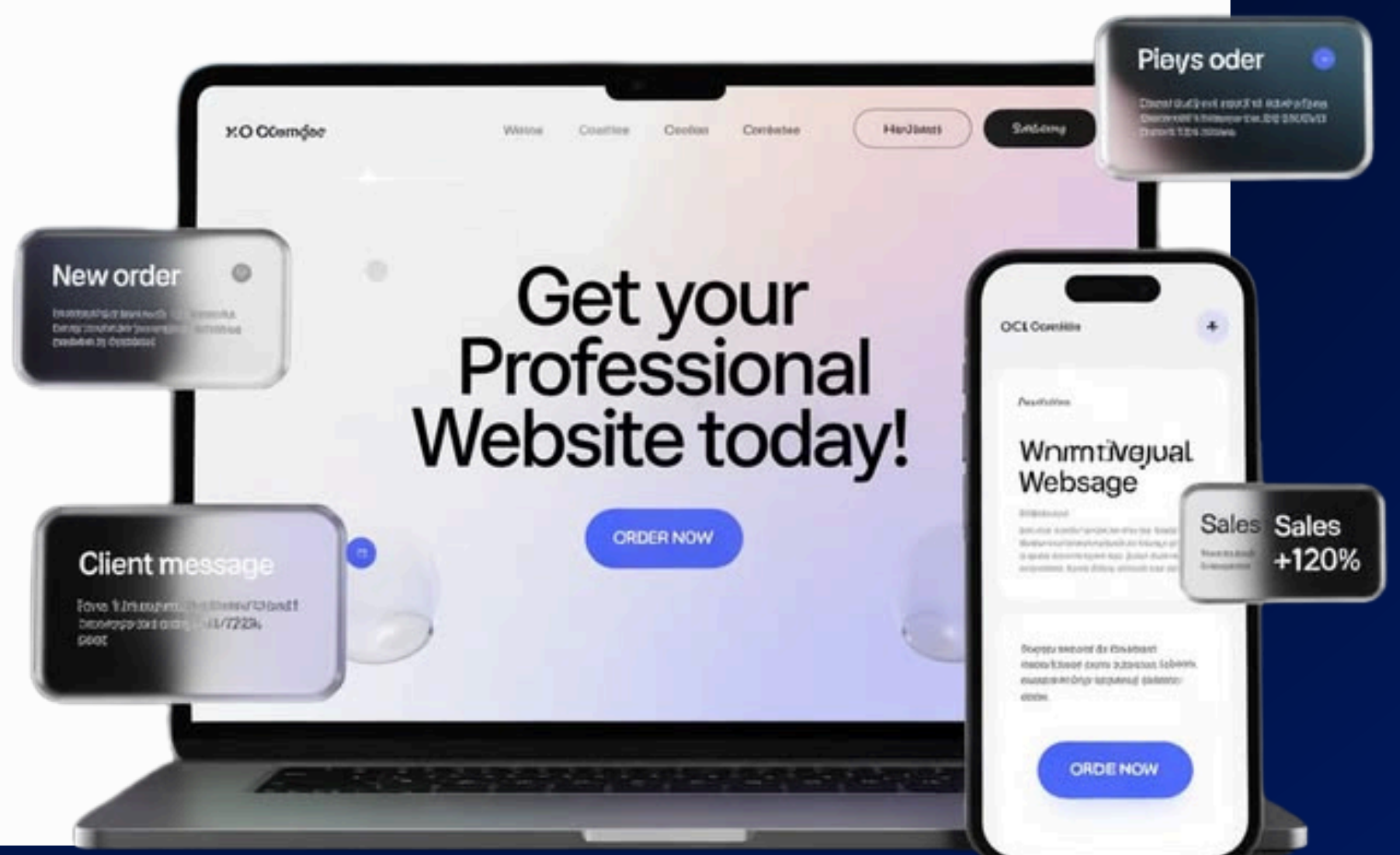
TESTING



LAUNCH



MAINTENANCE





WHAT IS ERP?

ERP (Enterprise Resource Planning) is a software system that helps businesses manage and integrate their major operations in one centralized platform.

Instead of using separate systems for different departments, an ERP connects everything together so data can be managed efficiently.

COMMON ERP MODULES:

1. Dashboard
2. Users & Roles
3. Customers
4. Employees
5. Inventory
6. Billing
7. Purchase
8. Sales
9. Reports
10. Communication
11. Business Analytics



PROPRIETARY PRODUCTS: DRIVING EFFICIENCY, DELIVERING VALUE

Beyond custom development, TechForest Software offers a suite of powerful proprietary products, setups and systems designed to address specific industry needs, streamlining operations and maximizing efficiency for our clients.

- HEALTHCARE
- EDUCATION
- HOSPITALITY
- FITNESS & WELLNESS
- RETAIL
- MANUFACTURING
- LOGISTICS & TRANSPORTATION
- CONSTRUCTION & REAL ESTATE
- SERVICE INDUSTRY
- GOVERNMENT & PUBLIC SECTOR



HEALTHCARE

- Hospital
- Clinic
- Pharmacy
- Diagnostic Center
- Nursing Home
- Medical College
- Biomedicine Center
- Rehabilitation Center
- Blood Bank
- Dental Clinic



EDUCATION

- School
- College
- University
- Coaching Institute
- Training Center
- E-Learning Platform
- Polytechnic Institute
- Research Institute
- Preschool / Kindergarten
- Vocational Training Center



HOSPITALITY

- Hotel
- Resort
- Restaurant
- Café
- Banquet Hall
- Spa & Wellness Center
- Travel & Tour Agency
- Motel
- Hostel
- Guest House



REAL ESTATE

- Construction Company
- Real Estate Developer
- Property Management Company
- Infrastructure Firm
- Architectural Firm
- Interior Design Firm
- Facility Management Company
- Building Maintenance Services
- Land Development Agency
- Rental Property Business



E-COMMERCE

From Product Discovery to Order Management

- **CORE COMPONENTS**

-  Product Catalogue
-  Search & Filters
-  Shopping Cart
-  Payment Integration
-  Order Management
-  Customer Accounts
-  Admin Dashboard
-  Notifications
-  Sales & Order Data

- **BUSINESS MODELS**

B2C | B2B | C2C | C2B

- **OUTPUT**

An online commerce platform that can connect product presentation, customer ordering and business-side order management.





CUSTOM SOFTWARE

If Standard Software Doesn't Fit, Build Around Your Process. Every business has workflows that may not fit perfectly into an off-the-shelf product.

- **WE CAN BUILD**

1. Internal Management Systems
2. Workflow Applications
3. Custom Dashboards
4. Portals
5. Industry Platforms
6. API-Based Systems
7. Data Management Applications
8. Specialized Business Tools

- **OUR APPROACH**



- **OUTPUT**

Software designed around defined business requirements rather than forcing the business into a predefined workflow.

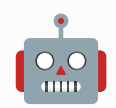




AI SOLUTIONS

Practical AI for Business Processes AI can be integrated into selected workflows where it can assist with information processing, classification, analysis, generation or automation.

• POSSIBLE APPLICATIONS



Document Processing



Data Extraction



Information Classification



AI-Assisted Communication



Data Analysis



Knowledge Assistance



Workflow Automation



Intelligent Search

• WORKING MODEL



• OUR APPROACH

We identify the business problem first and then evaluate whether AI is an appropriate solution. AI is used where it provides practical value—not simply because it is available.

PROJECT EXECUTION

- HOW WE EXECUTE PROJECTS
- FROM REQUIREMENT TO LAUNCH

1. DISCOVER

Business & Requirement Understanding



2. PLAN

Scope • Features • Timeline



3. DESIGN

UI / UX • Workflow



4. DEVELOP

Technology Implementation



5. TEST

Functionality • Usability • Quality



6. DEPLOY

Launch & Configuration



7. SUPPORT

Maintenance • Improvements • Assistance





SUPPORT & MAINTENANCE

Support & Long-Term Partnership Launch Is Not Always the End. Businesses change. Content changes. Technology changes. New requirements emerge.

- **OUR SUPPORT APPROACH CAN INCLUDE:**

-  Technical Assistance
-  Updates & Improvements
-  Issue Resolution
-  Performance Review
-  Security Updates
-  Feature Enhancements
-  Scalability Support

- **PARTNERSHIP MODEL**



Launch
↓
Monitor
↓
Support
↓
Improve
↓
Scale

- **OUR OBJECTIVE**

To remain available as your digital requirements evolve, subject to the support scope agreed for the project.





WHY TECHFOREST SOFTWARE?

One Partner Across Digital Growth & Technology

Instead of coordinating multiple vendors for marketing, websites, software and automation, businesses can work with one technology partner across multiple requirements.

OUR CAPABILITIES:

- ✓ Digital Marketing
- ✓ Branding & Creative
- ✓ Website & E-Commerce
- ✓ Web & Mobile Applications
- ✓ ERP & Business Software
- ✓ CRM & Automation
- ✓ AI-Assisted Solutions
- ✓ Industry-Specific Platforms



OUR WORKING PHILOSOPHY

Understand the business first.
Recommend what is relevant.
Build what is required.
Measure what can be measured.
Improve where improvement is possible.
A Long-Term Technology Partner.

Not every business needs every service. Our role is to identify what fits your business and build around that requirement.



WHETHER YOU ARE:

Starting a business:

Building your first digital presence.

Growing a business:

Improving visibility, enquiries and customer engagement.

Modernizing operations:

Replacing manual workflows with structured technology.

Scaling a business:

Connecting systems, data and processes.



Let's Build What Your Business Needs
Digital Growth. Business Technology. One Technology Partner

TECHFOREST SOFTWARE can help you evaluate the right digital and technology solutions for your requirements.

OUR CAPABILITIES

Digital Marketing | Branding | Website Development | E-Commerce | Web & Mobile Apps | ERP | CRM | Automation | AI Solutions



TECHFOREST SOFTWARE PRIVATE LIMITED

M-22, Shagun Tower, AB Road, near Apna Sweets, Vijay Nagar, Scheme No. 54, Indore – 452010

+91 88238 88848
0731-4907880

 www.techforestsoftware.com

 info@techforestsoftware.com