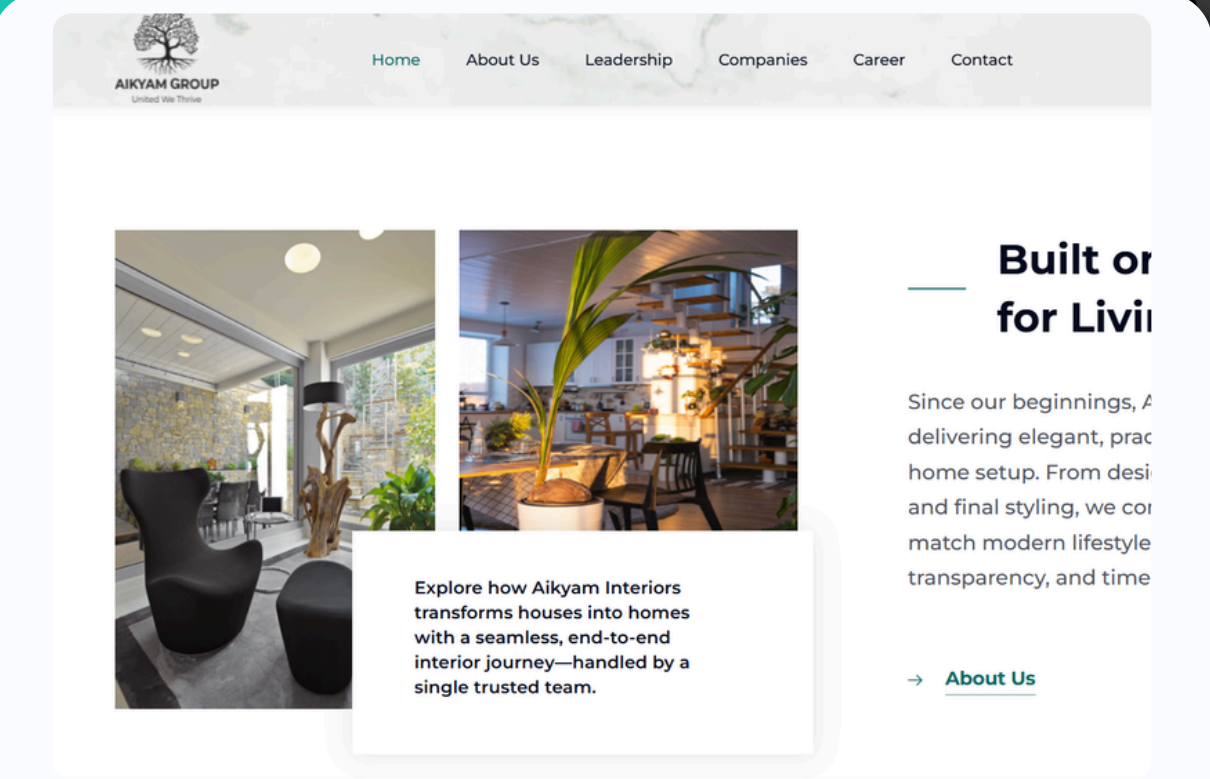
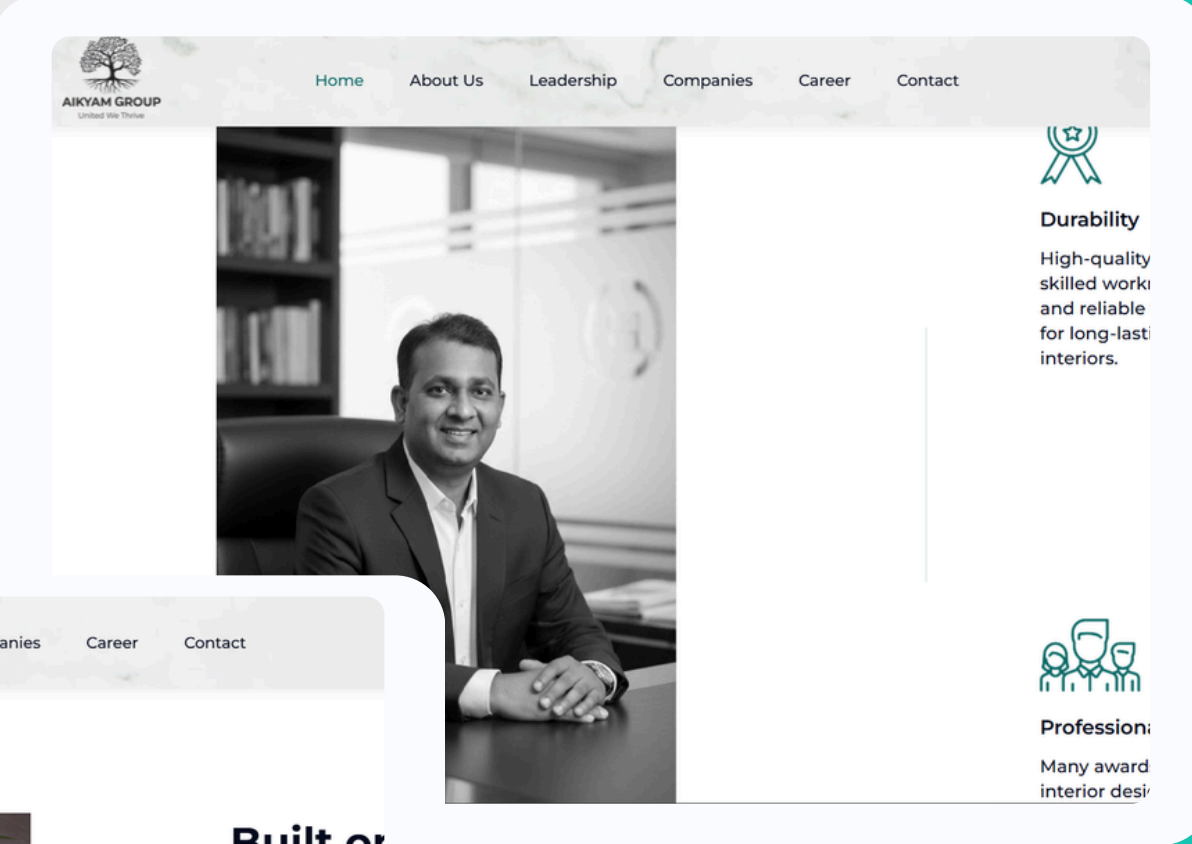
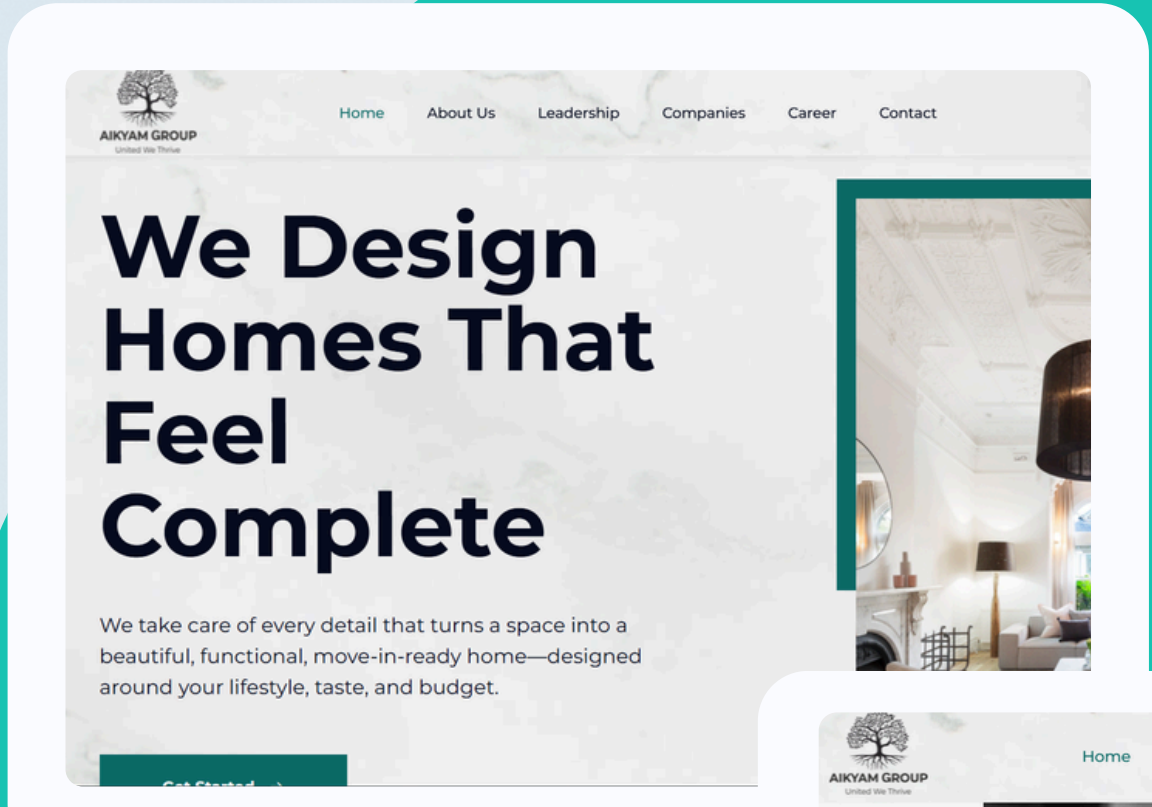




Aikeyam Groups

www.aikeyam-group.com



Built or for Living

Since our beginnings, A delivering elegant, prac home setup. From desi and final styling, we cor match modern lifestyle transparency, and time

1. ABOUT US

01 Company Overview

Aikyam Group is a real estate development company focused on residential and infrastructure projects. It aims to deliver high-quality developments with mode.

02 Establishment & Growth

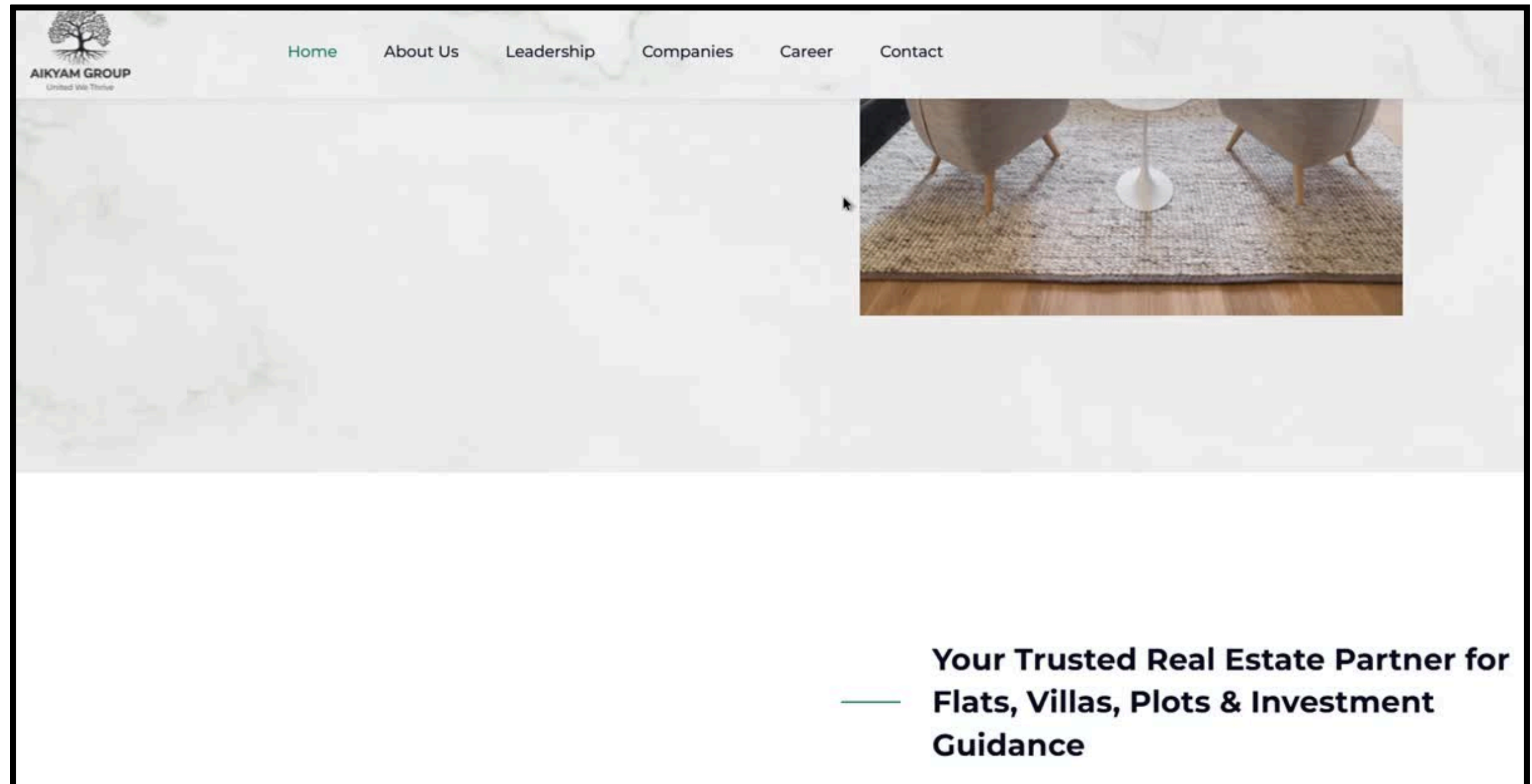
The group operates with a vision to create sustainable and well-planned living spaces. It emphasizes innovation, quality construction, and customer.

03 Location Presence

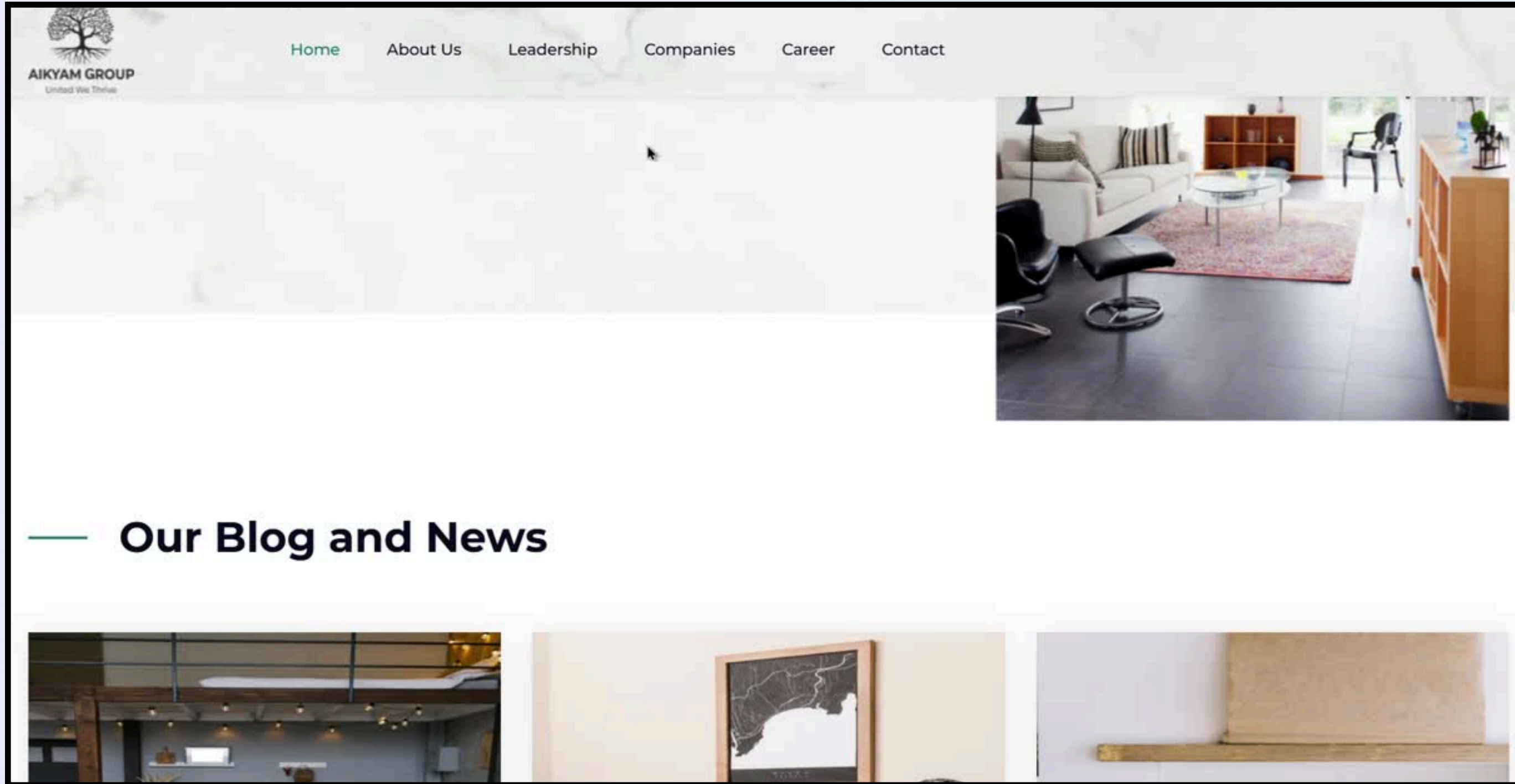
Aikyam Group operates in India with projects in growing urban and semi-urban regions. It targets homebuyers, investors, and real estate stakeholders.

04 Core Offerings

The company provides residential projects, plotted developments, and infrastructure solutions. It focuses on delivering value-driven real estate.



2. PROBLEM STATEMENT



01 Highly Competitive Real Estate Development Market
Multiple developers compete for the same audience and investment pool. Differentiation and brand trust are critical challenges.

02 Lack of Strong Digital Brand Identity
Without a premium digital presence, project perception remains weak. This impacts investor confidence and customer acquisition.

03 Unstructured Project Presentation
Projects were not showcased with clear details, layouts, and value propositions. This reduced engagement and slowed decision-making.

04 Inefficient Lead & Investor Funnel
There was no optimized system to capture, nurture, and convert leads. This resulted in lower conversion rates from interest to booking.

3. SOLUTION

01 Premium Real Estate Website

Developed a high-quality website reflecting brand vision and project value. Focused on design, storytelling, and investor appeal.

02 Structured Project Showcasing

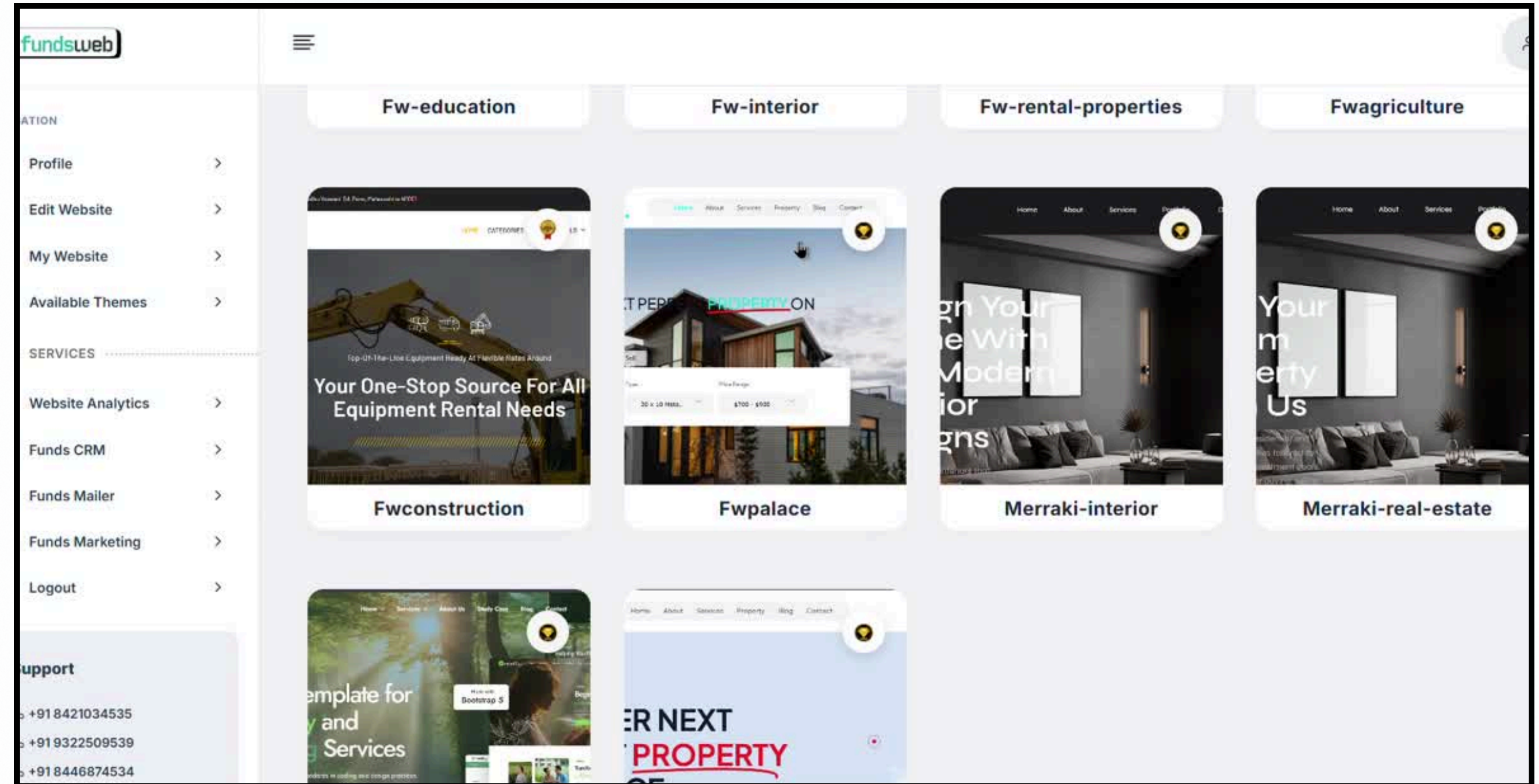
Organized projects with clear details, images, and specifications. Improved customer understanding and engagement.

03 Lead Capture & CRM Funnel

Integrated inquiry forms and lead tracking systems. Enabled efficient follow-ups and conversion management.

04 Brand Positioning & Trust Building

Highlighted company vision, experience, and project strengths. Enhanced credibility among buyers and investors.



4. TECHNOLOGY STACK



01 Frontend Technologies
HTML, CSS, JavaScript for responsive UI and structured layouts.
Ensured fast loading speed and mobile-friendly user experience.

02 Backend Technologies
Node.js / PHP-based backend for handling data, APIs, and business logic.
Enabled scalable and efficient processing of user and lead data.

03 Database & Hosting
MySQL / PostgreSQL database for storing property and user data.
Hosted on cloud servers (AWS / VPS) ensuring reliability and uptime.

04 APIs & Third-Party Integrations
Integrated Google Analytics, Meta Ads tracking, and lead capture APIs.
Used third-party tools for marketing automation and communication.

3. GROWTH & IMPACT

01 Increased Investor & Buyer Interest

Premium presentation improved engagement with projects.
Generated higher quality inquiries.

02 Higher Lead Conversion Rates

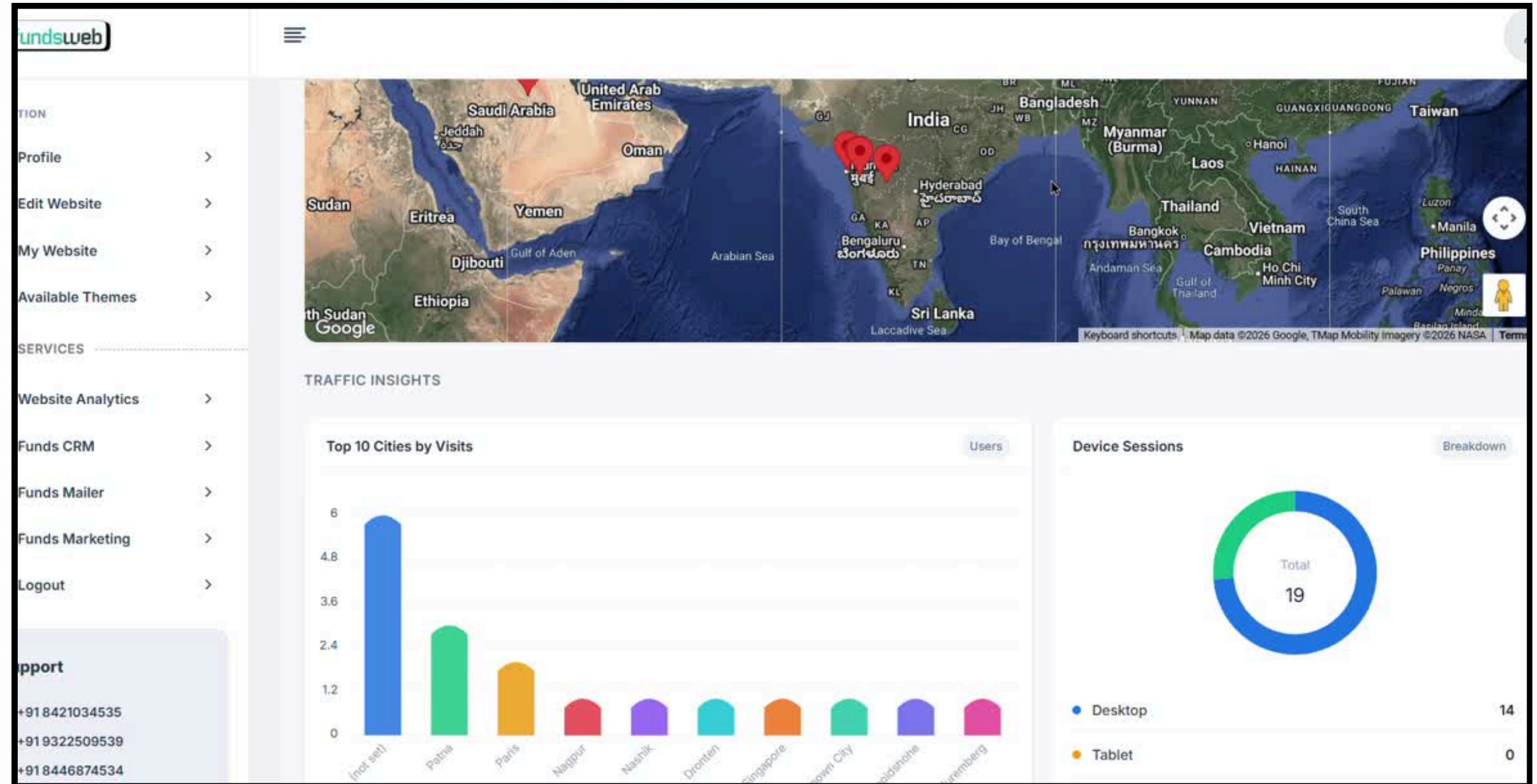
CRM and structured funnel improved follow-up efficiency.
Converted more leads into bookings.

03 Strong Brand Positioning

Enhanced digital identity positioned Aikyam as a premium developer.
Improved trust and market perception.

04 Improved Marketing Efficiency

Data tracking enabled better campaign optimization.
Resulted in higher ROI on marketing efforts.





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Thank You

