PrasuNova

INNOVATE · GROW · LEAD

COMPANY BROCHURE

Software, AI and online stores, built around your business.

For shops, clinics, manufacturers, traders and every growing business. We learn how you work today, then build what fits. Design, engineering and AI from one team.

Custom Business Software

CRM, billing, inventory, ERP, portals

AI Solutions & Automation

Voice agents, WhatsApp agents, document AI

E-Commerce Solutions

Stores and apps for any kind of business

ABOUT PRASUNOVA

One team for your software, your AI and your online store.

PrasuNova is a technology company from Ahilyanagar, Maharashtra. We build custom business software, AI automation and e-commerce for shops, clinics, manufacturers, traders, schools and growing businesses, so their work runs clearer, faster and easier to scale.

Built around your workflow

Most ready-made tools ask you to bend your business around them. We do the opposite. We first learn how your team works today, then build software, automation and online sales channels that fit it.

Start with one service and add more when you are ready. Many clients begin with software for daily operations, then add AI and an online store as they grow.

Ahilyanagar, Maharashtra
Serving businesses across India

3 core services
Plus websites, mobile apps and analytics

Support after launch
We stay to keep you running

WHY BUSINESSES COME TO US

Work is scattered
Invoices in notebooks, leads in WhatsApp, stock in Excel. Nobody sees the full picture.

Hours lost to manual work
Typing bills, chasing payments, answering the same calls and messages again and again.

Customers buy online
Buyers search and order on their phones. Without a store, those sales go to others.

WHY PRASUNOVA

One team, end to end
Design, engineering and AI under one roof.

Built around you
Made for your process, not one size fits all.

Grows with you
Start small and add services as you grow.

Secure and reliable
Your data stays private, with ongoing support.

OUR SERVICES

Run it. Automate it. Sell it online.

Three core services, each complete on its own. Start with the one your business needs most.

Custom Business Software

Software that runs your business from the inside: sales, billing, leads, stock, team and reports, built exactly for how you work.

BEST FOR: Manufacturers · Traders · Clinics · Schools · Agencies

- **Sales, billing and accounts** — Invoices, payments, dues and profit
- **CRM and lead management** — Every enquiry followed up
- **Inventory, ERP and portals** — Stock, orders, dealers and staff

AI Solutions & Automation

AI that does the repetitive work for you: answers calls and WhatsApp, books appointments, reads bills and tells you how the business is doing.

BEST FOR: Clinics & hospitals · Retail & shops · Real estate · Schools & coaching · Restaurants · Salons · Manufacturers · Distributors · Service businesses

- **AI voice agents** — Answer every call and book appointments
- **WhatsApp and chat agents** — Reply, take orders, hand over
- **Document AI and smart reports** — Bills read, questions answered

E-Commerce Solutions

Your own online store, on the web and on mobile, for any kind of business: retail, fashion, food, wholesale or made to order.

BEST FOR: Retailers · Restaurants · D2C brands · Wholesalers · Manufacturers · Hotels

- **Stores built for your trade** — Catalogue, filters, product pages
- **Checkout and payments** — UPI, cards and cash on delivery
- **Orders, stock and delivery** — Managed from one admin panel

ALSO WE BUILD: Websites & web apps · Mobile apps (Android) · Analytics & dashboards

01 · CUSTOM BUSINESS SOFTWARE

Software that fits your business, not the other way round.

Replace notebooks, spreadsheets and disconnected apps with one system made for your process. Your team works faster, nothing slips, and you see the whole business on one screen, on the web and on mobile.

Sales, billing and accounts
GST invoices, payments, dues by age, expenses, profit and a live balance sheet.

CRM and lead management
Capture every enquiry, track each stage and never miss a follow-up.

Inventory and ERP
Stock, purchases, production and orders, connected in one place.

Team, projects and tasks
Deadlines, workloads and daily updates, without the follow-up calls.

Client, dealer and vendor portals
Partners check orders, status and documents themselves.

Bookings and appointments
For clinics, salons and service businesses, with reminders.

HR and staff
Attendance, leave and staff records in one place.

Owner dashboards
Revenue, collections, targets and risks the moment you log in.

Internal tools
Any spreadsheet or paper process, turned into a simple app.

BUILT IN AS STANDARD

- ✓ Works on web and Android
- ✓ Every action recorded in an audit log
- ✓ WhatsApp and email notifications
- ✓ Roles and permissions for each team member
- ✓ Export to Excel and PDF
- ✓ Ready to add AI and an online store later

We run our own company on software we built.

Our team, projects, leads and accounts all live in PrasuNova-built systems. We build for you the way we build for ourselves.

BEST FOR Manufacturers · Traders & distributors · Clinics & hospitals · Schools & coaching · Agencies · Growing SMEs

02 · AI SOLUTIONS & AUTOMATION

AI that works for your business, 24/7.

Practical AI built around the tools you and your customers already use: phone calls, WhatsApp, your bills and your own business data.

TALK TO YOUR CUSTOMERS

AI voice agents

Receptionist voice agent

Answers every call, day and night. Books, moves and cancels appointments for clinics, salons and service centres, and sends reminders so fewer people miss their slot.

Enquiry voice agent

Answers enquiry calls about your products and services, asks the right questions, books site visits or demos, and passes serious buyers to your team.

Speaks English and Hindi · Natural voice · Hands over to your team · Every call summarised

CHAT

WhatsApp and website chat agents

Answers from your data

Catalogue, prices and policies, so replies are accurate.

Orders and bookings

Taken right inside the chat.

Hands over

Your team steps in the moment it is needed.

Every chat a lead

Saved with a short AI summary.

PAPERWORK

Document AI

Reads any document

Supplier bills, invoices, receipts, forms and ID cards, from a photo, scan or PDF.

Checks every number

GSTIN format, totals that do not add up and duplicate bills, flagged in plain words.

Sends it where you need it

Clean data straight to Excel or your own software.

KNOW YOUR NUMBERS

AI on your business data

Ask your business

Type or speak in English or Hindi: "Who hasn't paid us?" Get the number, a chart and a next step.

Daily summary on WhatsApp

Yesterday's sales, pending payments and low stock, every morning at 8.

Sales forecasting

Know what will sell next month and plan stock and staff ahead.

Slow stock and demand alerts

Spot items that are not moving and products running low.

Leakage and unusual activity

Alerts for odd discounts, missing payments and unusual entries.

Review and feedback analysis

What customers love and complain about, from every review.

SAVE HOURS EVERY WEEK

Workflow automation

- ✓ New leads from ads, website and WhatsApp go straight into your CRM
- ✓ Order, delivery and appointment updates sent to customers
- ✓ Data moved between your tools, no copy and paste
- ✓ Automatic payment reminders on WhatsApp and email
- ✓ Reports built and shared on schedule
- ✓ Approvals and follow-ups that never get forgotten

GROW FASTER

Marketing and content AI

Product descriptions

Hundreds of listings written in minutes.

Social media posts

Ready-to-post content in your brand voice.

Review replies

Polite, quick replies to every customer review.

BEST FOR Clinics & hospitals · Retail shops · Distributors · Real estate · Schools & coaching · Restaurants · Salons · Manufacturers · Hotels · Service businesses

03 · E-COMMERCE SOLUTIONS

An online store for any kind of business.

From a fashion boutique to a jewellery brand or a machinery maker, we design and build stores shaped around how your customers actually buy, on the web and in a mobile app.

STORES WE BUILD

Fashion & retail
Clothing, footwear, electronics.

Jewellery & premium
Collections, sizes and custom orders.

Hotels & hospitality
Room bookings, packages and add-ons.

Restaurants & food
Menus, online orders and delivery.

B2B & wholesale
Dealer pricing, bulk and repeat orders.

Made to order
Booking and enquiry for machinery and furniture.

Multi-vendor marketplace
Many sellers, one store.

D2C & subscriptions
Your brand, sold direct, on repeat.

SELL WHERE YOUR CUSTOMERS ARE

- Website store
- Mobile app (Android)

EVERYTHING INCLUDED

- ✓ Fast, mobile-first design that builds trust
- ✓ Cart, checkout and coupons
- ✓ Orders, shipping and delivery tracking
- ✓ Customer accounts, wishlists and reviews
- ✓ Search-friendly (SEO) product pages
- ✓ Catalogue, search and smart filters
- ✓ UPI, card and cash-on-delivery payments
- ✓ Stock updated automatically
- ✓ Admin panel with sales reports
- ✓ Tools for your trade: calculators, dealer forms, callbacks

HOW TO GET STARTED

From first call to launch

Tell us what you want to build or automate. We map the right solution for your business and stay with you after launch.

1
Free call
Share your goals and how you work today.

2
Clear proposal
Scope, timeline and cost, in writing.

3
Build and review
You see progress and give feedback as we go.

4
Launch and support
Training, go-live and ongoing support.

Start with one service. Add more as you grow.

LET'S BUILD TOGETHER

Ready to book a call?

Tell us about your business and we will reply with the right plan.

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