



# WEBCHIRPY PORTFOLIO

COMPANY PROFILE

**2024**

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# WHAT WE DO.

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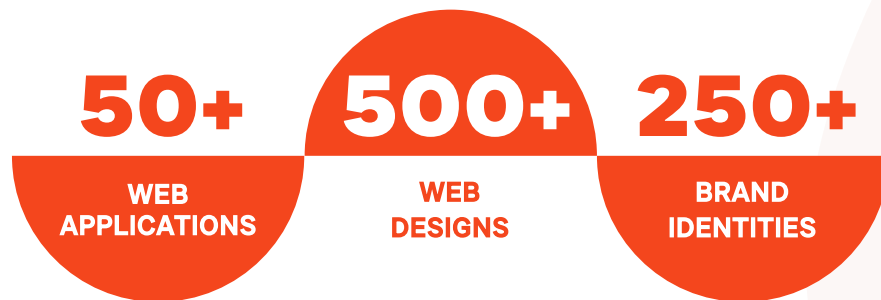
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## ABOUT US

“Webchirpy, established in 2010, is a full-service design agency based in Coimbatore, Tamil Nadu, India. We specialize in branding, logo design, UI/UX design, web development, and digital marketing, providing comprehensive solutions to help your business thrive online.”

### WE HAVE DEVELOPED AROUND



SERVED MORE THAN

**300** CLIENTS  
ACROSS  
THE GLOBE



## Time is the Most Precious Currency

We value your time like gold. We work with meticulous agility, delivering projects on time and exceeding expectations.



## ROI is the Rhythm of Business

We understand that every rupee spent needs to sing. We obsess over optimizing your investment, ensuring every click is a profit symphony.



## We Love Start-Up Ideas

We're passionate about helping early-stage businesses take flight with creative digital solutions.



## Your Success is Our Story

We're not satisfied until you are. Your success stories are our biggest motivators, and we'll go the extra mile for your digital success.



## Always be Curious & Open to New Ideas

We always look for new ways to improve our work and stay ahead of the curve.



## Design with Purpose, Not Just for Aesthetics

We believe that design should be functional and solve a problem, not just look pretty.



## Sky Is Not the Limit

We believe that anything is possible. We are not afraid to push boundaries and try new things.

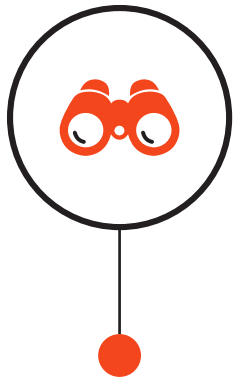


## Think Beyond the Screen

Design is not just about pixels. It's about creating experiences that people can connect with.

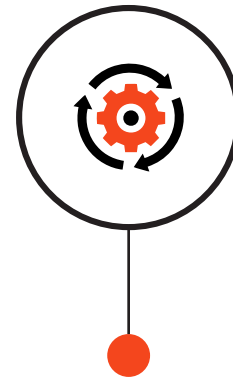
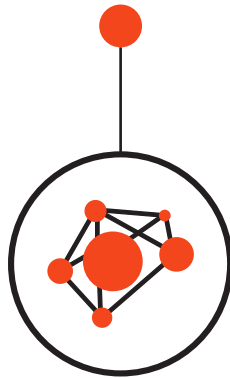
## Research

We conduct in-depth research to understand your target audience's needs, pain points, and online behavior. This data informs every aspect of the project.



## Discovery

We start by actively listening to your needs and goals for the project. This forms the bedrock of our project plan.

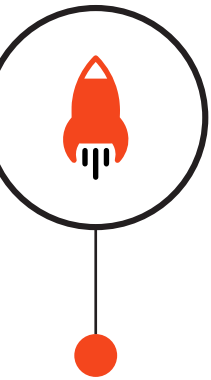


## Development

We embrace an agile development methodology, working in sprints with iterative feedback loops to ensure the project aligns with your expectations

## Testing

We conduct thorough internal testing to identify and fix any bugs or usability issues before launch.



## Launch

We work closely with you to plan and execute a successful launch, ensuring a smooth transition to the live environment.



## BRANDING CREATION & DEVELOPMENT

In today's digital landscape, a strong brand is your most valuable asset. It's the face you present to the world, the voice that resonates with your audience, and the foundation of your long-term success. Our Branding Creation and development service takes your vision and transforms it into a powerful brand that stands out from the crowd.

- ▶ **LOGO DESIGN**
- ▶ **CREATIVES**
- ▶ **BRAND STRATEGY**
- ▶ **BRAND GUIDELINES**
- ▶ **DIGITAL ASSETS CREATION**
- ▶ **BRAND INTERPRETATION**

## PRINT & PACKAGING DESIGN

Print & Packing Design services craft impactful experiences that extend your brand identity beyond the digital realm. From sleek booklets to strategic corporate collaterals and eye-catching packaging, we tell your story through tangible touchpoints that leave a lasting impression.

- ▶ **BOOKLETS & LAYOUTS**
- ▶ **PACKAGING DESIGN**
- ▶ **CUSTOM PRINT PRESENTATIONS**
- ▶ **WHITE PAPERS**
- ▶ **CORPORATE COLLATERALS**





## EVENT DESIGNING

Events are more than gatherings; they're immersive experiences that build brands, spark engagement, and drive results. At Webchirpy, we elevate event design beyond aesthetics, weaving together strategic branding, interactive experiences, and cutting-edge technology to create events that leave a lasting impression.

- ▶ **CORPORATE EVENT BRANDING & DESIGN**
- ▶ **EVENT PROPOSALS & DESIGN**
- ▶ **EXPERIENTIAL DESIGN**
- ▶ **TRADE SHOW GRAPHICS & DESIGNS**



## WEBSITE DEVELOPMENT

Elevate your online presence with Webchirpy's expert website development. We craft stunning, user-friendly sites that engage your audience and drive results. From sleek portfolios to dynamic e-commerce platforms, we build digital experiences that transform your vision into reality. Let Webchirpy weave your web success story.

▶ **ECOMMERCE WEBSITES**

▶ **LANDING PAGES**

▶ **SHOPIFY WEBSITES**

▶ **CORPORATE WEBSITES**

▶ **WORDPRESS WEBSITES**





## DIGITAL MARKETING

Struggling to reach your audience in the digital age? We craft campaigns that captivate, driving leads and boosting sales. From SEO magic to social savviness, we'll amplify your brand, igniting growth in the online space. Let's guide the digital ocean, together, towards a brighter digital shore.

- ▶ **SEARCH ENGINE OPTIMIZATION(SEO)**
- ▶ **PAY-PER-CLICK (PPC) ADVERTISING**
- ▶ **SOCIAL MEDIA MARKETING**
- ▶ **CONTENT MARKETING**
- ▶ **EMAIL MARKETING**
- ▶ **ANALYTICS & REPORT**



## PRODUCT DEVELOPMENT

Webchirpy offers end-to-end product development services, helping businesses bring their ideas to life. Whether you're building a robust enterprise platform or a captivating customer experience, our team of skilled professionals brings your product to life with precision and passion.

- ▶ **ERP & CRM DEVELOPMENT**
- ▶ **PHP DEVELOPMENT**
- ▶ **API INTEGRATION**
- ▶ **ANGULARJS DEVELOPMENT**
- ▶ **WEB PORTAL DEVELOPMENT**





## MOBILE APPS

Craft your dream app, pixel by pixel. From sleek iOS and Android natives to versatile hybrids and dynamic APIs, Mobile App Mockup brings your vision to life. We don't just build apps, we build success stories. Let us code your path to the app store.

- ▶ **MOBILE APP MOCKUP**
- ▶ **API APP**
- ▶ **IOS AND ANDROID APP**
- ▶ **HYBRID APP**



## UI / UX

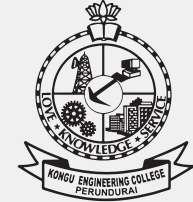
Webchirpy's UI/UX services transform your digital landscape. We craft intuitive information architecture that guides users effortlessly, design visually stunning interfaces that captivate attention, and polish every interaction for a frictionless, brand-aligned experience. Say goodbye to frustration, and hello to happy clicks and conversions.

- ▶ **INFORMATION ARCHITECTURE**
- ▶ **UI UX AUDIT**
- ▶ **WIREFRAMING & PROTOTYPING**
- ▶ **UI UX DESIGN**





# COMPANIES WORKED WITH



KONGU ENGINEERING COLLEGE  
PERUNDURAI





# AWARDS

Recognized for our innovative approach & outstanding results, We have earned numerous awards including -

01



**"1<sup>st</sup> Runner-up In The Microsoft Bizspark India Startup Challenge 2013"**

02

**THE ECONOMIC TIMES**

**"Startup To Watchout In Coimbatore"**

03



**"Top 300 Ideas out of 3,000"**

04



**"Vheids Technology Solutions Provides Its First Product"**

05



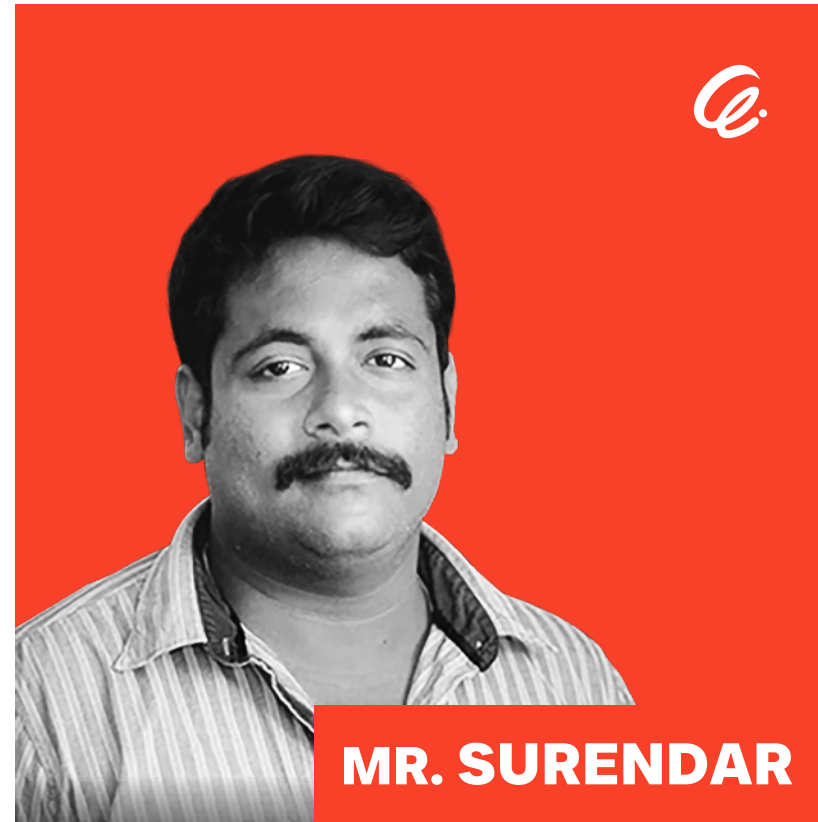
**"One Of The 14 Tech Startups In Asia That Caught Our Eyes"**

## MEET OUR CO-FOUNDERS



**MR. VASANTH  
SAMPATHKUMAR**

**Vasanth** is the design mastermind at Webchirpy, where he leads a team of talented designers responsible for creating beautiful and user-friendly interfaces, logos, and websites. His passion for design is contagious, and he has instilled a culture of creativity and innovation at the company. Vasanth led the design team for Honey Task, a runner-up in the **Microsoft BizSpark startup challenge**. He is a true design leader, and his passion for design is an inspiration to everyone who works with him.



**MR. SURENDAR**

**Surendar** is the driving force behind Webchirpy's technological prowess. He leads with vision and expertise, fostering a talented team of developers who constantly push the boundaries of innovation. His passion for product development is fueling the creation of cutting-edge solutions that empower users. Before founding Webchirpy, Surendar led an engineering team at a **global CMM level 5 company**.



## From Two to Ten - A Webchirpy Chapter

It began with a spark. Two individuals, passionate and ambitious, embarked on a journey called We chirpy. Each day brought challenges, but they tackled them with unwavering spirit. As Webchirpy grew, welcoming talented individuals, they transformed from a duo to a thriving team of 10. Today, looking back on their rollercoaster journey, they see how each experience shaped them. From late nights fueled by coffee to shared joy and celebration, every step contributed to Webchirpy's success story.



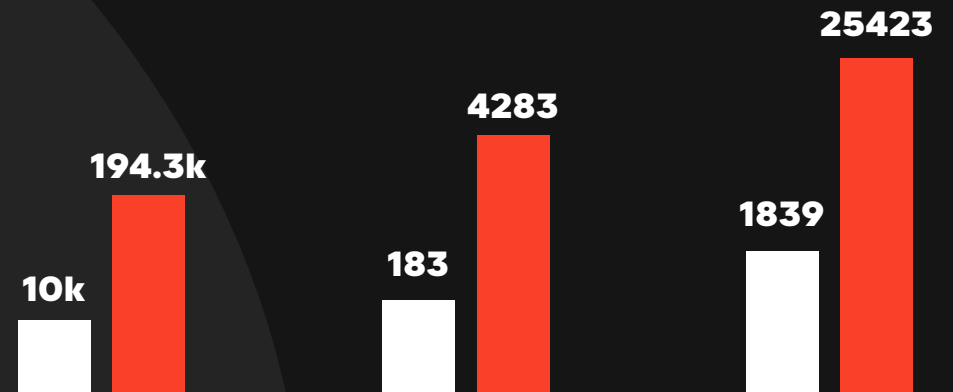
Throughout our journey, we have served more than **300+ clients across the globe.**



## CASE STUDY

# RELIANCE MET

- PREVIOUS PERIOD
- REACHED PEOPLE
- PREVIOUS FOLLOWERS
- NEW FOLLOWERS
- PREVIOUS PERIOD
- ENGAGEMENTS



**TOTAL NO. OF POSTS** 142

### LINKS CLICKS - 2500

The Numbers Clicks On Links Within Posts That Led To Destination Or Experiences, On Or Off Facebook.

### REACTIONS - 5852

The Number Of Reactions On Their Posts.

### COMMENTS/SHARES - 800

The Number Of Comments On Their Posts.

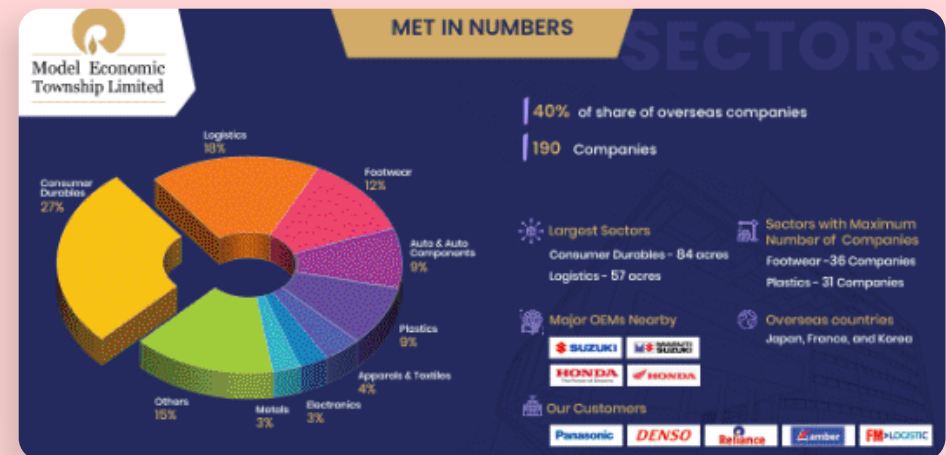
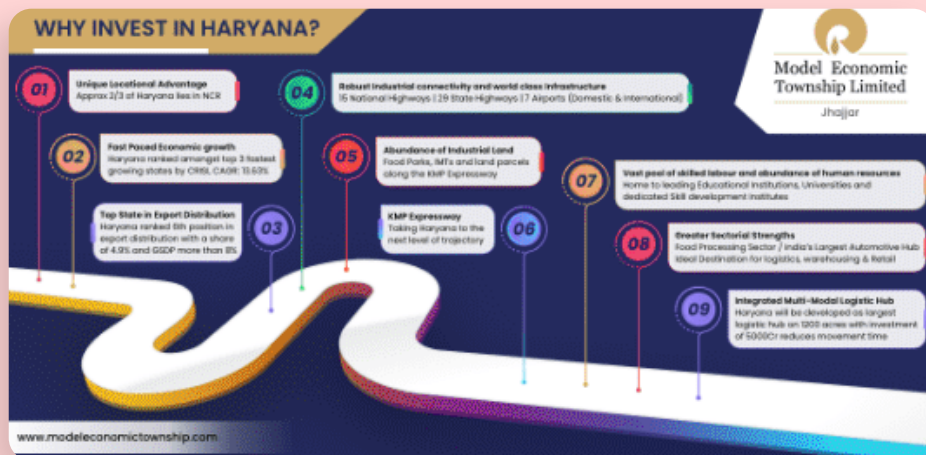
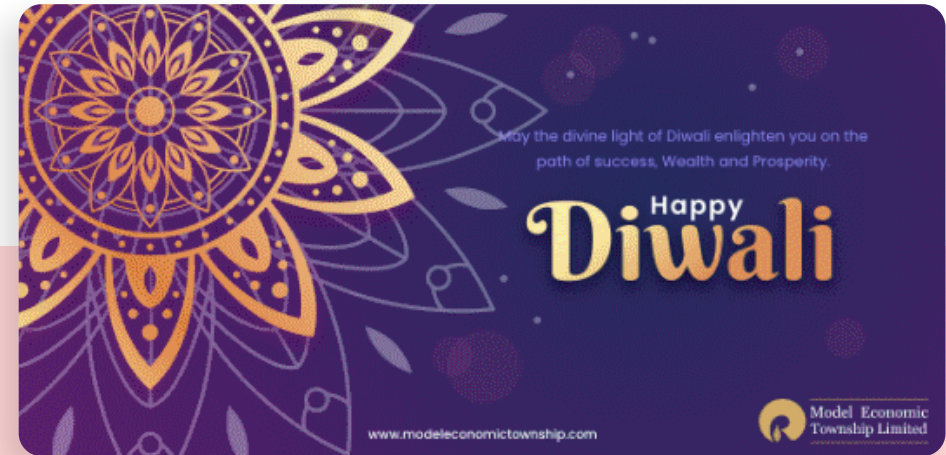
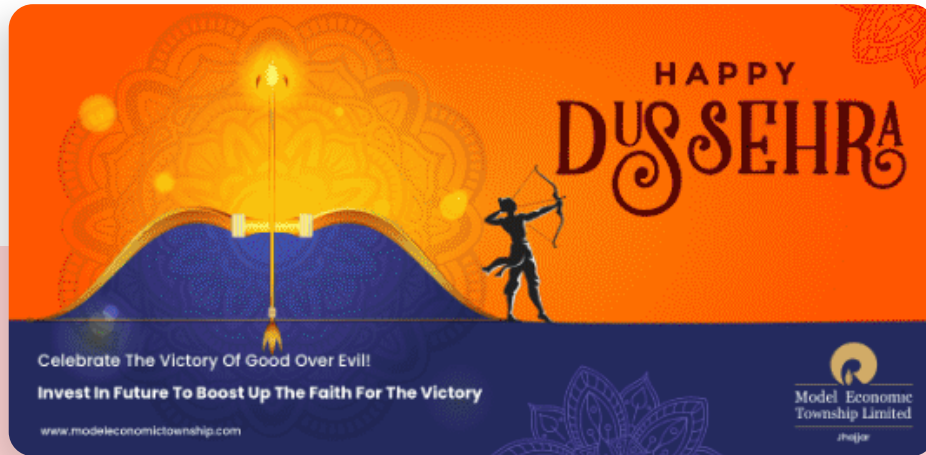
### VIDEO ENGAGEMENTS - 1.7K

The Number Of People Who Reacted, Commented Or Shared One Of Your Posts.



**Reliance**  
Industries Limited

# CREATIVES





CASE STUDY

**WAZIRX**

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**wazirx**

# TASK- **DIGITAL** **CREATIVE** **DESIGN**

**30**  
DESIGN

**60**  
VARIATIONS

## **INDUSTRY - CRYPTO CURRENCY**

WazirX is India's most trusted bitcoin & cryptocurrency exchange and is available on all platforms - Web, Android & iOS. With WazirX, you can Buy, Sell & Trade digital currencies with amazing ease, confidence, and trust.

## BLOG POSTS

19




**Month in Review - April 2022**

Namaste Tribe Here's a monthly report of what happened at WazirX in April 2022.



**8 Trending Cryptocurrencies to Invest in India in 2022**

Know 8 Trending Cryptocurrencies to Invest in India in 2022. As the world witnessed some of the fastest-growing cryptocurrencies.



**LUNA 2.0 : The Revival Plan for Terra**

After a Successful Vote, Luna 2.0 will go live on May 28th.

## DESIGNS ON LIVE





CASE STUDY

# SKILL SAFARI

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**Skill Safari**

## TASK- BRAND IDENTITY

- | BRANDING
- | LOGO DESIGN
- | STATIONARY DESIGNING

### INDUSTRY - EDUCATION

Skill Safari is an eLearning platform for skill enhancement & training that set out to nurture the skills of young students & Re-Skill professionals in web development & design.

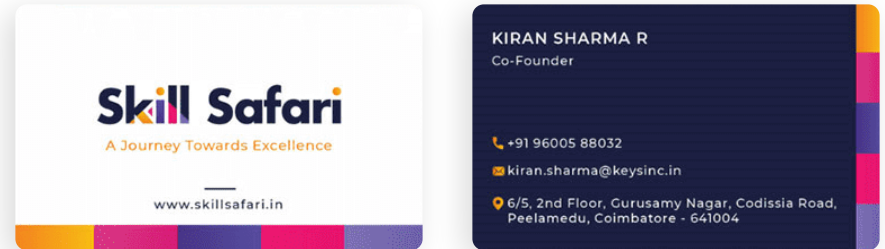
They offer some of the most engaging learning modules that meet the latest technology, industry requirements & high-end tools & resources.

## LOGO

# Skill Safari



## STATIONARY DESIGNS





CASE STUDY

# CIMWARE

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# TASK- BRAND IDENTITY

- | BRANDING
- | LOGO DESIGN
- | STATIONARY DESING

## INDUSTRY - IT INDUSTRY

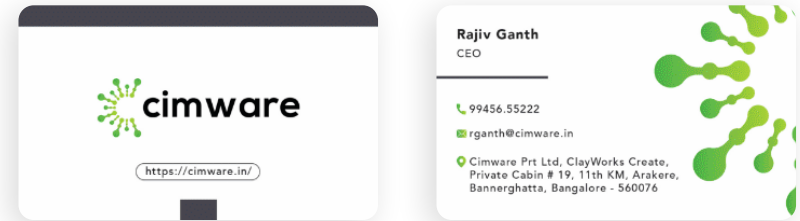
Cimware, a cutting-edge technology startup, is revolutionizing the data center industry with its unique Composable Infrastructure (CDI) solution. With a focus on providing the best infrastructure for modern data centers, Cimware needed a brand identity that reflected its innovative approach.



## LOGO



## STATIONARY DESIGNS





CASE STUDY

# THE PLANT DOCTOR

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## TASK- DIGITAL MARKETING

- | COMPLETING SOCIAL PROFILES
- | CREATIVE DESIGN
- | GAIN SOCIAL FOLLOWERS
- | BRAND OUTREACH
- | LEADS GENERATION

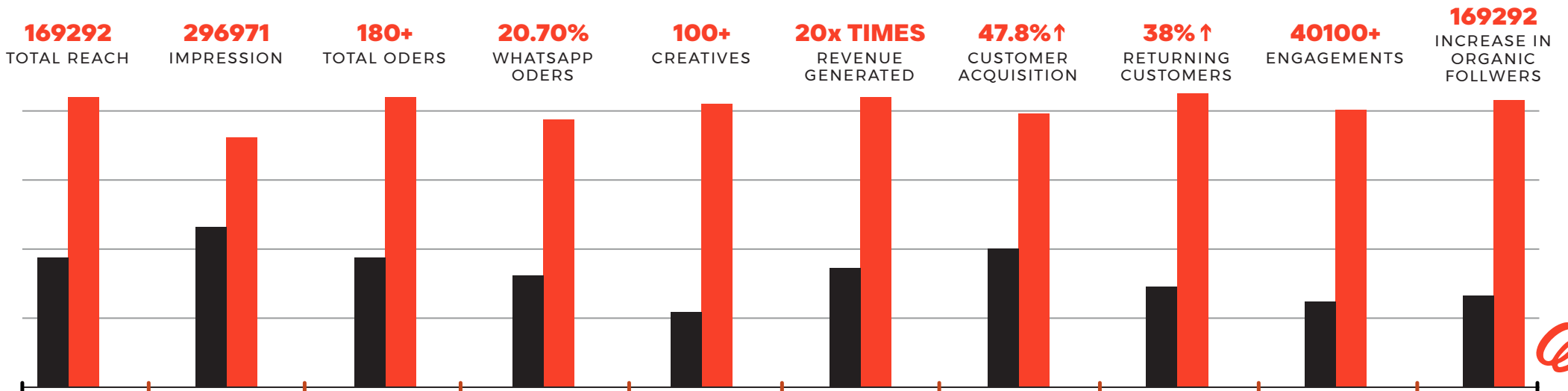
### INDUSTRY - PLANT & GARDENING

They offer premium products for superior plant growth & Enhanced flowering & fruiting. They also have growth promoters, cut-flowers life extenders, composting accelerators, foliage, & root protectants for a complete plant care range for your gardening needs.

# SOCIAL MEDIA CREATIVE ADS



## ANALYSIS INSIGHTS





CASE STUDY

# DELORA JONES

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DELORA  
JONES

## TASK- BRANDING & UI / UX

- | BRANDING
- | LOGO DESIGN
- | UI/UX

### INDUSTRY - COSMETICS

Delora Jones, a woman owned cruelty-free beauty brand that put Indian skin tone front & center of all their products. Also, It Stands for its commitment towards reinventing luxury cosmetics. It was established in 2019 with a focus on modern design and exceptional functionality. The products are crafted to be highly performing while effortless to apply.

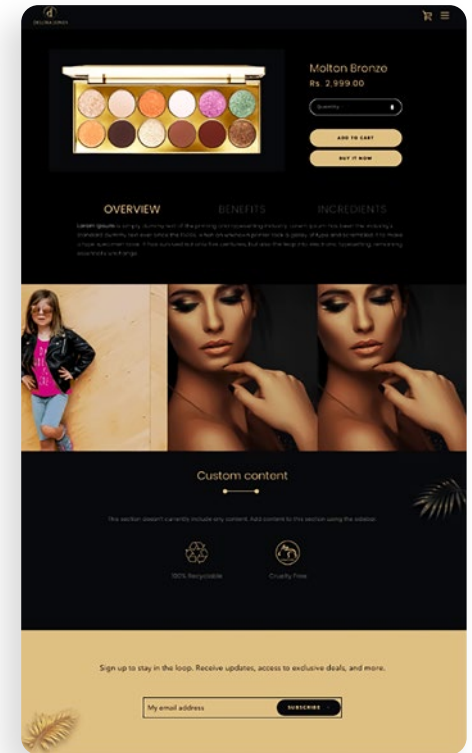
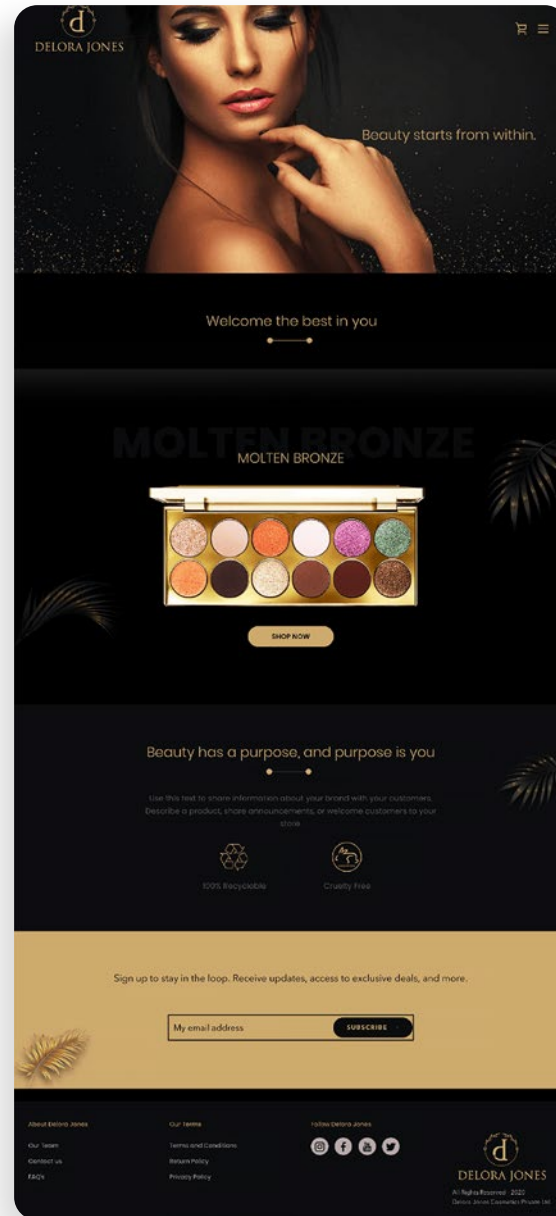
# LOGO



DELORA JONES



# WEB PAGE DESIGNS





CASE STUDY

**MILAGRO**

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Milagro

# TASK- **DIGITAL** **MARKETING**

- | CREATIVE DESIGN
- | SOCIAL MEDIA ADS
- | GAIN SOCIAL FOLLOWERS

## **INDUSTRY - ORGANIC FOODS**

The demand for organic food has seen a sudden rise due to the many benefits it offers. Organic food is free of chemicals and preservatives, which is helpful for your overall health. Organic Food Retailers in Chennai offer a variety of organic products.

# SOCIAL MEDIA CREATIVE ADS





CASE STUDY

# FARM2GO

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Farm2Go™

## TASK- BRAND IDENTITY

- | BRANDING
- | LOGO DESIGN
- | STATIONARY DESING
- | MENU CARD / BOOKLETS

### INDUSTRY - FRUITS & VEGGIES

A unique shopping experience that is focused on providing the best produce directly sourced from farms. The store also specializes in exotic fruits and vegetables sourced from throughout the world.



## LOGO



## STATIONARY DESIGNS





CASE STUDY

## 18<sup>th</sup> STREET ELEMENTZ

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18<sup>th</sup> STREET  
— Elementz —

# TASK- BRANDING

- | CREATIVES
- | BOOKLETS
- | MENU CARD

### INDUSTRY - RESTAURANT

ElementZ is a Sattvik Restaurant located in Indiranagar and Whitefield. The philosophy behind ElementZ has always been to create the highest quality and enriching food to take people on a journey towards holistic health, using conscious, and sustainable business practices by partnering with local producers and chefs. Whether you are Gluten Free, Vegan, Vegetarian or Oil Free, ElementZ's all-inclusive menu has something for you.

# MENU CARD DESIGN





## CONTACT

 Webchirpy

*Let Webchirpy be your partner  
in digital transformation*

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