



Bhoomi

The Real Manager

Proposal with Product Details & Company Profile

From

ABC Info Soft Pvt Ltd

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The Company

ABC Info Soft Pvt Ltd is a New Generation Information Technology Company, incorporated with a vision to provide world class IT solutions to diversified industries across the Globe.

Founded in the year 1996 as ABC Systems & Software, the company has been offering software solutions for various small and medium Enterprises. ABC info solutions evolved as a result of expansion of operations and infrastructure to meet the challenges of changing trends in technologies and growing software expectations.

ABC stands for

Acumen

Brilliance

Commitment

Acumen

Acumen, Originally the Latin meant to sharpen a needle. The dictionary defines the word acumen as “Quickness, accuracy, and keenness of judgment or insight”.

And what defines Acumen as a company is our assurance to provide you with the absolute best IT Solutions and Services in keeping with the definition of our name.

Brilliance

Brilliance means genius or intellect.

The company comprises of highly competent IT professionals having extensive domain knowledge with ability to innovate and a strong desire to excel.

Commitment

The company firmly believes in honoring commitments to its clients and associates.

We are committed to provide domain specific quality solutions and services to enable our customers to enhance their core business competencies.

We are committed to build lasting strategic partnerships with our associates, to ensure satisfaction and measurable business results.

Our Vision

Driven by ethics, endeavoring in pursuit of perfection and excelling as a Global IT Solution Provider.

Our Policy

- ✓ Partner with our clients towards satisfying their IT needs by using our expertise and experience towards providing complete solutions and value addition to them.
- ✓ Maintain consistent quality that meets client's expectations of specifications, time-schedules and costs.
- ✓ Create and nurture an environment that will continue to attract and retain the best of our people as we grow and provide each of them with ample exposure and opportunities to excel.
- ✓ Continuous refinement of procedures and methodologies for improving our software development capabilities.
- ✓ Expanding and exploring the power of technology to provide solutions that are cost-effective and customer (user)-friendly.
- ✓ Strict follow up of Software Development life cycle to ensure that project is delivered in time without compromising in quality.

Our Solutions

We offer a broad range of world class software solutions.

Bhoomi, our ERP Solution ensures a complete integration of system across departments providing real time data across applications throughout any real estate organization. It manages multiple Projects, their Pre-launch, Launch, Customer Support, Payment Schedules, Reminders, etc along with entire Marketing and Financial operations. Flexible to generate hundreds of MIS reports. The objective is to make the entire operations of the company system driven, rather than personnel driven.

Hospital ERP, our flagship product in Medical Domain, integrates all departments of a multi specialty hospital into a single functional system. We also have software for Nursing homes and individual clinics/ labs/ chemists.

In **Industrial Domain**, we provide customized solutions to meet the business requirements of small & medium enterprises. Here the focus lies on production planning and control which enhance the efficiency and complete control in an organization.

Our Services

Our strength lies in understanding, refining and translating business / enterprise processes into highly customized and efficient solutions. With over a decade of experience in serving clients from various industries like Healthcare, Manufacturing, Trading, Financial Sector, Real Estate, etc., we have amassed unparalleled domain expertise and gained invaluable insights into the functioning of these industries. Our knowledge and experience puts us in a unique position to deliver world-class domain specific solutions and services on-time and within budget.

Our Services Include

Customised Software Development

We analyse the exact nature and working of customer system & resources to design, develop and implement the suitable solution that stimulates the existing system. We take very practical approach in the design of our systems which yields confidence from managers to workers in the automation process.

Offshore Software Development

The objective essentially is to provide cost effectiveness to our partners and clients around the globe. At every stage of development process, from conceptual design to product release, the highest quality and transparency standards are maintained.

Infrastructure

We have a dedicated state-of-the-art software development center in New Delhi India, and a highly skilled team having extensive experience in designing and developing cutting edge software solutions

We have a separate support wing that comprises of technical professionals from various domains that ensures comprehensive training of staff and management at the client site to enable them use our solutions to their optimum performance.

A robust, flexible, responsive and scalable infrastructure with risk assessment based security controls at all the stages makes our development centre manageable and secure.

A deep domain expertise of our experienced consultants as well as continuous training has resulted in a formidable pool of talent that is comparable to the best in the industry.

Industry standard access & encryption procedures are deployed to protect critical applications.

Methodology

Our methodology consists of the following principle steps

- A. Obtain a good understanding of client's business and strategy to build a strong partnership.
- B. Detailed study of set-up documents, the principle information requirements and critical success factor at each operating level.
- C. Identifying Information Technology opportunities suitable to client's need.
- D. Redesign existing business process with a view to:
 - a. Avoid 100 % duplication of work.
 - b. Catch the data at source.
 - c. Single point entry of any data.
- E. Comprehensive user training of the proposed business.

Clients

Customer satisfaction is our primary aim. We are committed to build lasting strategic partnerships with our clients to ensure satisfaction and measurable business results which has earned us the admiration of our more than thousand clients over the years.

Few of our invaluable clients:

Real Estate Industry

- **Aashiana Realtech Pvt. Ltd., Delhi**
- **Aegis Homes Ltd. , Karnal**
- **C&C Towers Ltd, Gurgaon (A Unit of C&C Constructions Ltd)**
- **Chintels India Ltd, Gurgaon**
- **Dwarkadhish Buildwell Pvt. Ltd., Delhi**
- **Eden Group, Kolkata**
- **Harit Dharaa Projects Pvt. Ltd., Noida**
- **Indus Valley Promoters Ltd, Meerut**
- **Ishaan Infraestates India Pvt. Ltd., Gzb**
- **Jaya Shiva Constructions & Earth Movers Pvt. Ltd., Panipat**
- **K World Developers Pvt. Ltd., Noida**
- **Kakad Housing Corporation, Mumbai**
- **Koshda Buildcon Pvt . Ltd., Mathura**
- **North East Infratech Pvt. Ltd., Delhi**
- **Redrow Developments Ltd., Ghana, Africa**
- **Utkarsh Jeevan Infrahomes Pvt. Ltd., Bareilly**
- **Shaurya Housing Ltd., New Delhi**

Healthcare Sector

- **Sant Parmanand Hospital**, Delhi
- **Sun Flag Hospital**, Faridabad
- **QRG Central Hospital**, Faridabad
- **Sunder Lal Jain Hospital**, Delhi
- **Belize Healthcare Partners Limited**, Belize (South America)
- **Sovereign Gems Hospital**, Cochin
- **Umkal Hospital**, Gurgaon
- **Zheenbos Hospital**, Kurdistan, Iraq
- **Norvic International Hospital & Medical College Pvt Ltd.**, Kathmandu, Nepal
- **Kalyani Hospital**, Gurgaon
- **NMC Hospital**, NOIDA
- **Silver Oaks Hospital**, Mohali
- **MGS Hospital**, Delhi
- **Majeedia Hospital (Jamia Hamdard University)**, Delhi
- **Nazar Kanwar Surana Hospital**, Delhi
- **Mascot Hospital**, Gwalior
- **BhramShakti Hospital** Rohini & Bhadurgarh
- **Pentamed Hospital**, Delhi
- **Sahara Hospital**, GWALIOR
- **National Chest Institute**, Delhi
- **Guru Gobind Singh Bahadur Hospital**, Delhi
- **R. K. Hospital**, Delhi
- **Vinayak Hospital**, NOIDA

What exactly Bhoomi is?

A complete integration of system across departments in a real estate organization. A fully integrated system that can also be modularized to streamline and automate business and operating processes and help make better business decisions. Bhoomi is multi-module application software that integrates activities across functional departments, from Lead Management, Sales management, Customer care, Product Planning, Material Purchase, Inventory Control, Material Distribution, Contractor Management to Project & Construction Management.

Why Bhoomi?

At present the different departments have different systems devised to meet their particular requirements. Bhoomi integrates them into a single database providing real time data across applications throughout the organization. Since all the data is centrally stored, it can be viewed simultaneously from multiple terminals giving all departments' access to timely, up-to- date information. This integrated approach will payback enormously in the growth of your real estate company.

It helps in assessing the performance of different teams and identifying the loose ends in the system. This helps management in taking timely corrective measures.

Bhoomi allows for scalability, reliability, efficient data processing, quick decision making, best utilization of company's manpower and reduced maintenance and overheads.

The objective is to make the entire operations of the company system driven, rather than personnel driven. With the rapid growth of infrastructure sector in India, the real-estate companies are facing enormous pressure in retaining specialized manpower. Bhoomi ensures uninterrupted working of the operations, even in such high mobility environment.

Major Benefits of Bhoomi

Bhoomi is an **Excellent tool for Triggering Decisions**. It allows decision makers from the level of a CEO to End Users to get details on various activities. Bhoomi offers better accessibility to data so that management can have up-to-the-minute access to information for decision making and managerial control.

Bhoomi **provides a complete holistic view of projects** from planning to implementation in terms of Marketing, Sales, Inventory, Payment Receivables vs Payable and Contracts etc.

The objective is to make the entire operations of the company System Driven, rather than Personnel driven

The immediate benefit from implementing Bhoomi is **reduced operating costs**, such as lower inventory control cost, lower production costs, lower marketing costs and lower help desk support costs. Helps track actual costs of activities and perform activity based costing

Facilitate Day-to-Day Management. Improved coordination across functional departments and increased efficiencies of doing business.

Eliminate inefficiencies Better management of Leads, Clients, Payment Follow-ups, Inventory, Vendors, Contractors, Sub-contractors relationships. More efficient scheduling reduces downtime and overtime

Web Enabled ERP with Real Time Information Take your business on the Internet and connect multiple locations with Bhoomi. Bhoomi's web enabled technology allows you to access information, run business processes, and communicate at any time and from anywhere in the world.

Bhoomi Advantage over other products

Used Worldwide

- *More than 50 Builders with 200+ Residential and Commercial Projects & 500+ Users.*

Highly Cost Effective

- *Single Cost for Multiple Projects/ Companies.*
- **Software as Product and Software as a Service (SAAS) :** *Pay one time and get the software as a Product or use the software on annual subscription basis online*

Fully Scalable

- *ERP with Sales, Marketing, Finance, Purchase, Inventory, Contractor & Project Management modules.*
- *Comprise all modules of ERP yet you can start with one module and add others later. Respective data will be updated automatically in all modules.*

Latest Technology

- *Designed on asp.net 4.5, MVC & MS SQL.*
- *Advantages of both Server and Web based Systems. MIS Dashboard can be assessed on Browser/Mobile anywhere.*

Integrated with Tally, MS Word & Excel

- *Automatic Voucher posting to Tally in respective Ledgers.*
- *Create Multiple Customized Demand Notes/ Reminders, using MS Word formats on your own.*
- *Import and export the data to Excel.*

Updated according to Latest Service Tax & Sales Tax Laws

- *All options available to define multiple parameters at your end and not depend on us if any rule changed by Government in future.*

Dynamically Designed Reports

- *Detailed, Dynamically designed reports which can be Grouped, Sorted and filtered on screen itself.*
- *Design your own Reports using Dynamic SQL Query Designer.*

Highly Secure & User friendly

- *User Friendly & Highly Secure with strict User Role based Access.*

Modules of **Bhoomi**

A. CRM for Real Estate Developers

Bhoomi CRM takes care of entire Business Generation Process and handling of Customer Relationship along with its affect on Financial Books.

It can be further devided into Three Modules

1. Pre Sales CRM
 - Lead Management & Sales Tracking

2. Sales Customer Management
 - Post Sales Bookings Management & CRM

3. Finance Management
 - Integration with Tally

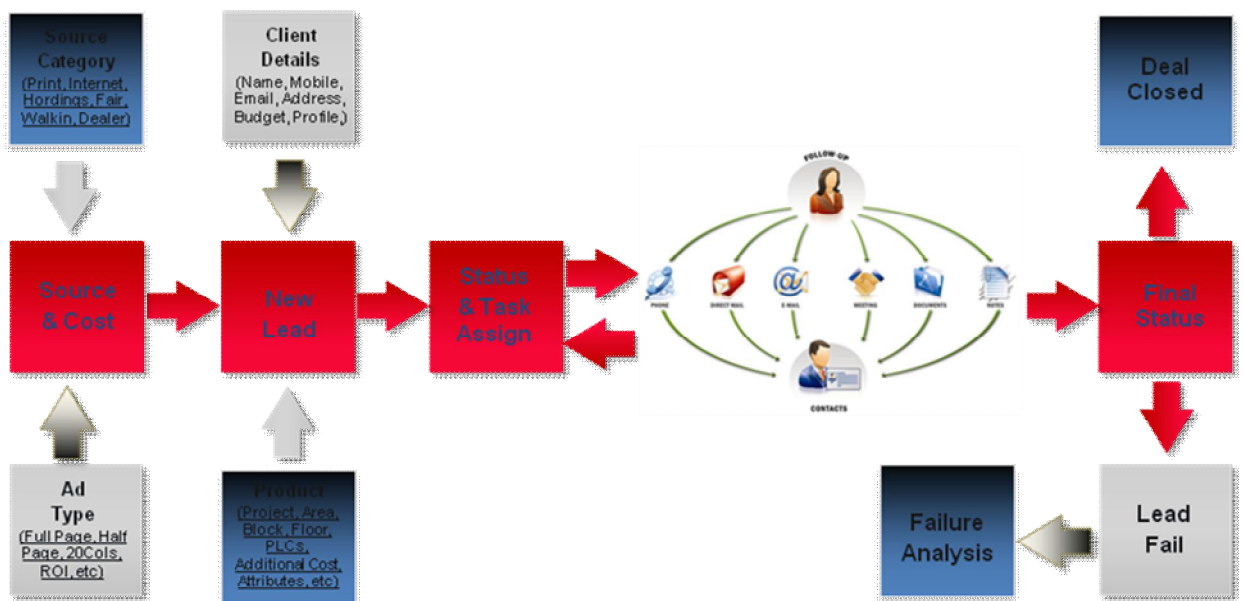
Pre Sales CRM

Lead Management & Sales Tracking

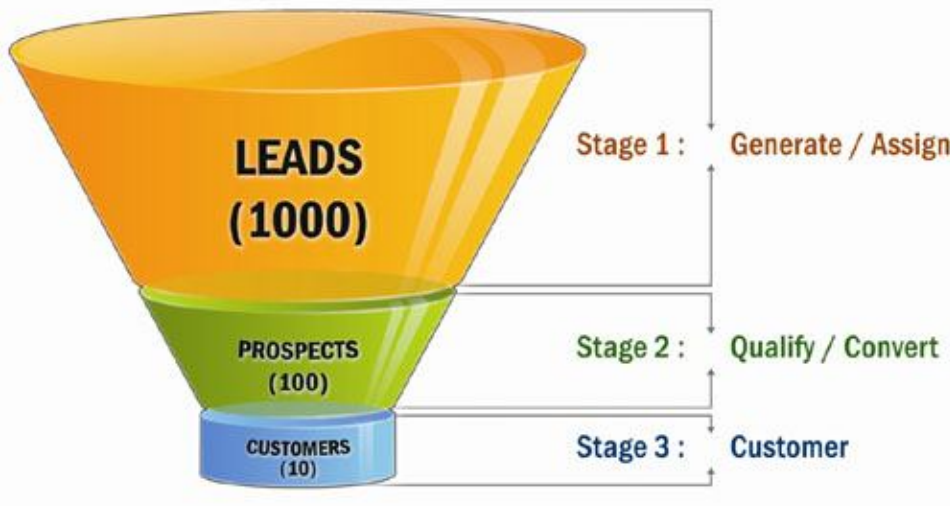
Marketing is an attempt to create awareness of the company, its projects and generate new enquiries. Today Advertising, sales promotion, extensive dealer network etc., are the important functions of marketing. Different modes of marketing produce different results and their comprehensive analysis helps an organization in correct decision making. But equally important for the organization is to know, how a particular strategy worked in the promotion and success of a specific project.

Marketing Management Module provides various tools of marketing for the organization to get complete information regarding the conversion of an enquiry into a sale through a specific mode and the quantum of efforts behind it, both in terms of finance and personnel. Complete follow up history is maintained that makes the entire process, system driven rather than person dependent.

Other important tools of marketing like appointments for the executives, their work schedules, alerts for follow ups are also available on this module.



All efforts put forward to succeed in completing a sale will not be fruitful if the customers with the highest potential to close a deal are not handled appropriately. Regular communication with clients through frequent meetings, calls, e-mails, interactions through websites, etc. provides up-to-date information on company prospects, sales pipelines, internal associations, and other data-enabling an effective contact management system.



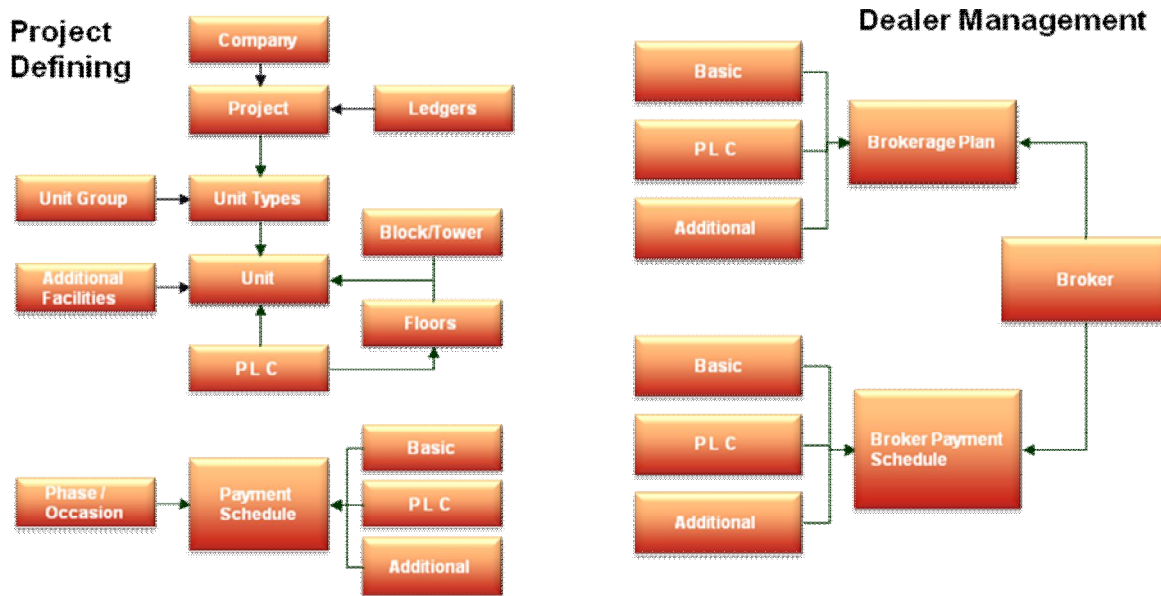
Salient Features

- Comprehensive details of various open projects as per different parameters (unit types, group, block, floor, rates etc.) for the marketing executives to offer from the vast range of categories.
- All Advertisements and other promotional activities are defined and categorized with their cost to company and are linked to the enquiries generated.
- Extensive search option to explore the availability of a particular unit as per the customer's choice.
- Provision to rate potentiality of a customer by the executive on a defined scale. This ensures follow up on priority for the highly potential customer.
- Database of all potential customers with their complete follow-up history and respective alerts.
- Cost incurred by the company on the advertisements by various dealers and their conversion ratio can be computed.
- Average marketing cost for a sale can also be derived.

Sales Customer Management

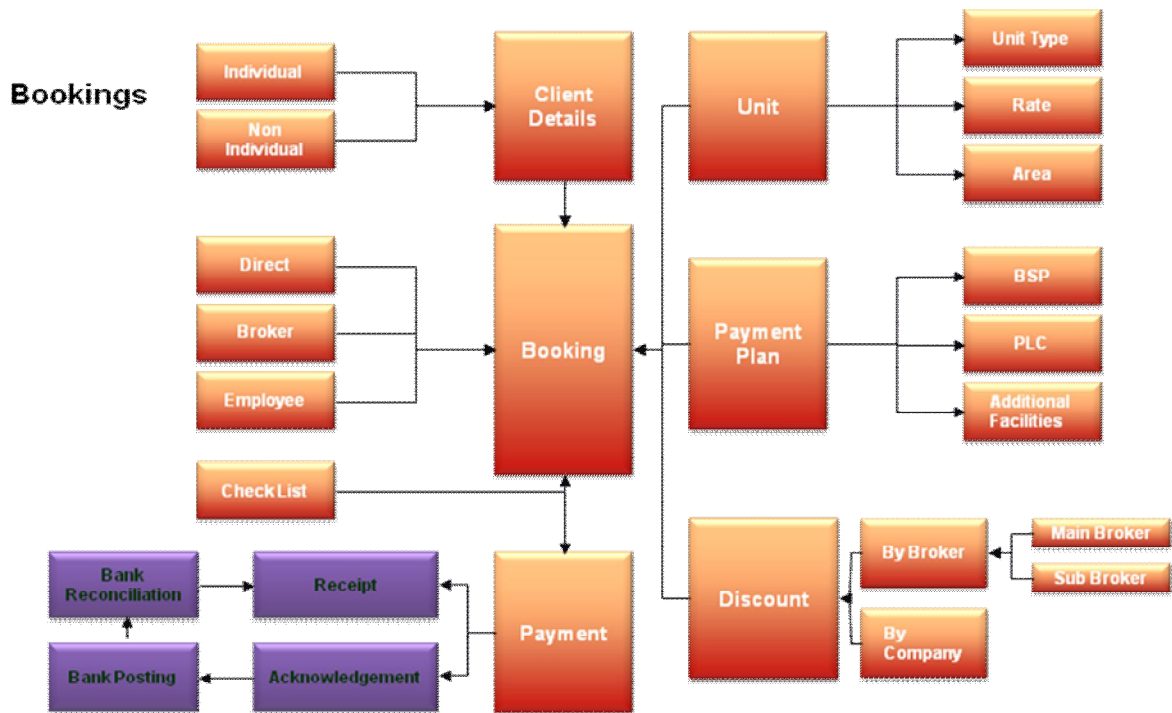
Post Sales Bookings Management & CRM

Sales Module may be termed as the most important module as it initiates a new project of the company that brings in new clientele, a beginning of new relationship.



Salient Features

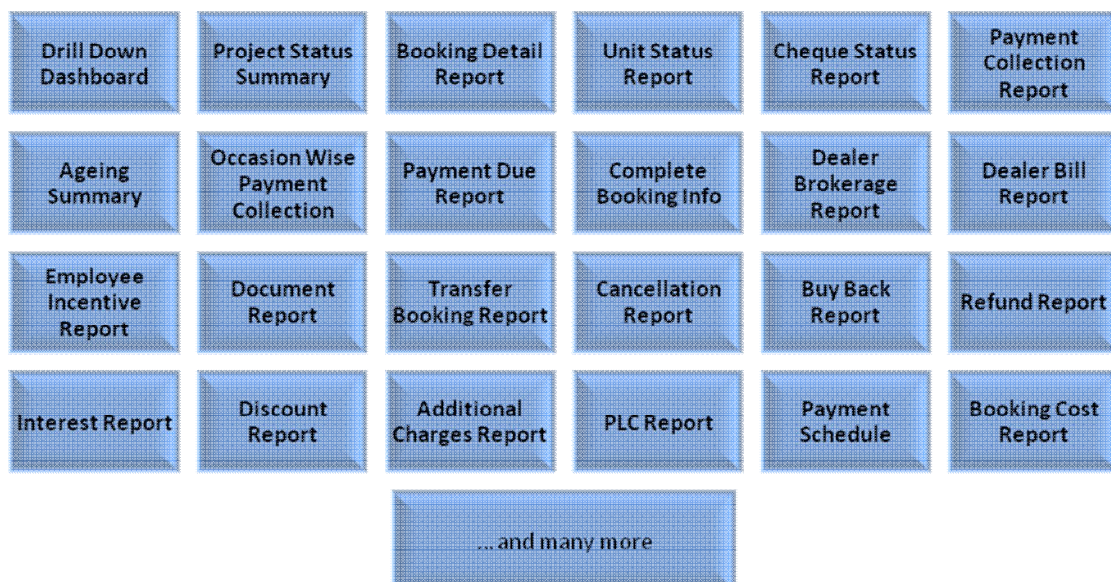
- Manages **Multiple Companies & Projects**
- Designed to **Explore the Units** sold/available/on-hold as per the client's preferences.
- **Rule based Pricing** - The Pricing for various Units/Unit Types/PLC etc can be defined for different durations
- **Comprehensive Customer Information** (Individuals & Non-Individuals). Client's Income Profile, Investor/ End user, Nominee, D.O.B, Anniversary Date, Contact Persons, etc very useful for database building & Customer Care.
- Rates can be defined as per the Payment Plan Type, Floor wise or Floor Unit Type wise. Separate rates for additional charges for Unit
- **Multiple Payment Plans** according to their types (Construction Linked, Down Payment, Time Linked Plans) for Basic, PLC and additional Services based on predefined as well as undefined dates.
- **Payment Plans are Customizable** for individual customers at Booking Stage.
- **Complete Dealer Database.** Provision to define multiple Brokerage & payment slabs for varying durations as well as for different payment plans.



- Option to define **Multi level Dealers Hierarchy** and their overwriting brokerage.
- **Employees Incentive Records.** Provision to give incentives to company employees, on the bookings made by them or dealers associated with them
- **Flexible Discount** options by the company as well as dealers. Dealer's discount is adjusted with their brokerage payable.
- Facility to define **Different Discount Types** that may be given at any stage of the project with an option to decide its effect thereafter.
- **Discount Payment Plans.** Discounts can be adjusted as per the payment Plan opted or can be adjusted on any particular occasion
- **Checklists** – Detailed checklist of all pre-requisites and documents required before carrying out any transaction.
- Fully compliant with **Service Tax Provisions.** Each service charge can be defined as different payable percentage (25% or 100% or Nil) of the total charge amount and will be levied accordingly.
- **Service Tax is auto Calculated** on the due amount as on its effective Date (1st July 2010) and the due amounts are made due on each charge as per different occasions/ Payment Schedule opted by the customer.
- **User Defined Service Tax Rate and Formula.** The Service Tax rate can be defined by users themselves whenever there is any change in Government Tax rate. Provision for 30% abatement through formula.

- **Sales Tax Provisions:** The Sales tax on Construction Cost can be auto calculated wherever applicable. Bifurcation of Basic Cost into Land & Construction Cost depending upon the Land Area.
- **Receipts Auto Calculation.** Service Tax is automatically calculated on reverse basis on the total amount paid by the customer in every receipt and every charge.
- **Acknowledgements** - All cheques received, are acknowledged first and the receipt is generated only after the clearance of cheque
- **TDS deduction on Receipts and Acknowledgements.** TDS will be automatically deducted at the defined rate at the time of Acknowledgement & Receipts.
- Auto **Payment Reminder Alerts** as per different payment schedules. Multiple, User defined Letter formats with **Mail Merging** provision for all kind of Documents
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- Auto **Payment Reminder Alerts** as per different payment schedules. Multiple, User defined Letter formats with **Mail Merging** provision for all kind of Documents
- **SMS & Email Notifications** for various occasions
- Auto **Interest Calculation** for delayed payments after the grace period, which can be levied flexibly as per the company policy
- Interest Calculation can be done on **Simple/Compound interest** (Quarterly/ half yearly/ yearly). Also option to charge differential **interest rates as per slab**.
- **Assured Return** can be applied to the customers as per the policy and advance cheques for a financial year can be issued.
- **Option to waive the interest** applicable for a client for any occasion in percentage or amount.

- **Fund Transfer** facility from one booking to another within or across the projects.
- **Dealer Bills with TDS & Service Tax.** Automatic Dealer Bills depending on collection from clients & Dealer Payment Schedule. TDS and Service Tax handling on Dealer Bills & Payments as per the Government Norms.
- **Dealer Payment Adjustments.** Dealer's payments can be adjusted to any booking amount
- Manages **Multiple Transfers** of unit with detailed history of transferors and transferees. Transfer Charges can be applicable where ever required as per the company policy.
- Two Step **Cancellation** process where the bookings are first marked under cancellation and then cancelled or revoked as per the discussion with the customer. Option to **Buyback** unit from the customer against premium.
- **Modification in Bookings** like Payment Plan, Unit, Rate, Area, Discounts, PLC's, Additional Charges, Tax, etc any time after Booking till Possession. Changes affect after change date
- Various other Transactions like **Refund, Debit Notes & Credit Notes** as applicable to Clients and Dealers
- **Start working Instantly,** Import your Project Masters Data and existing Bookings, Receipts from excel format to Bhoomi
- **Hundreds of MIS Reports** designed in such a manner that you can have the same information in many formats, sizes, fields and output methods.



Financial Accounting

A Financial accounting module is integrated with Tally ERP and linked with the entire chain of real estate transactions. There is no need to re-enter the revenue entries as they are already fetched from the multiple modules covering the real estate management. All relevant information related to vendor's outstanding, cash and bank status, etc is available.

Salient Features

- Integrated with Tally
- Automatic Voucher posting to Tally in respective Ledgers
 - Client Receipts
 - Bank Postings
 - Bank Reconciliations
 - Dealer Bills
 - Credit & Debit Notes
- All revenue entries are transferred automatically from various modules.
- Vendors Outstanding other relevant Information readily available.
- User defined ledger Groups & Accounts.
- User definition of Cost Centre.
- Project wise Expenses and revenue details.