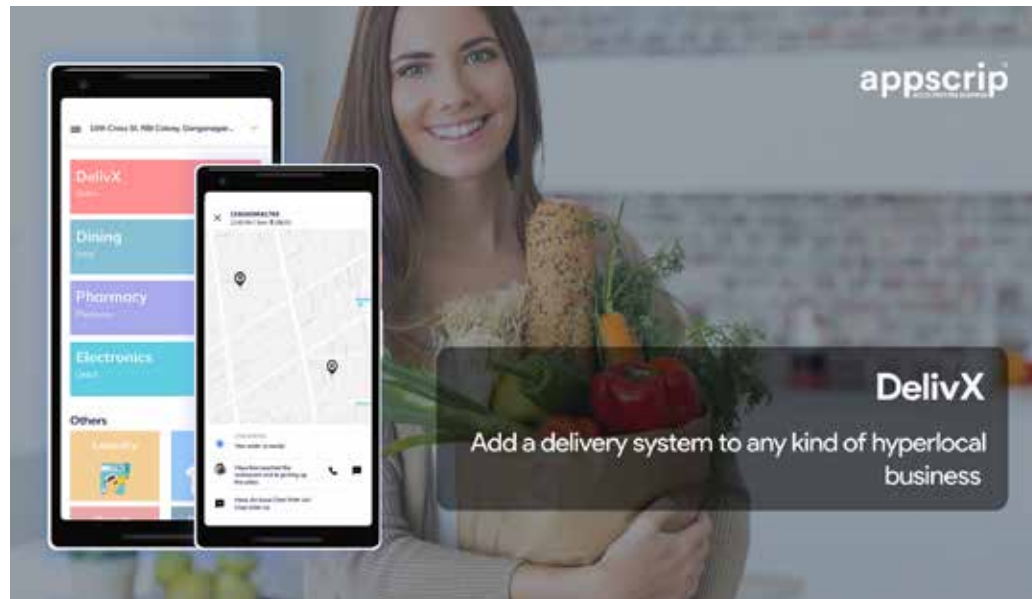


BRAND STORY

THE BIG IDEA

Rahul Sharma the founder and CEO chose to take the entrepreneurial route after he realised a job was limiting at best. Along with his better half Shivangi Sharma, he co-founded and launched his first start-up 3Embed in 2014 which was completely bootstrapped. It is Rahul's technical acumen and Shivangi's entrepreneurial skills that have made Appscrip what it is today.

Rahul had always been tinkering with new ideas since his engineering days. He believed there was a lot of scope for quality software development services across the globe and strived to be the



denominator to help the end platform owners save time and money and allow

them to focus on their core product.

MEMORABLE MOMENTS

Appscrip's hour of glory came when it was awarded the Fast 50 India and Fast 500 Asia Pacific rankings in the year 2017.

Deloitte Technology is the pre-eminent technology awards program in Asia Pacific who recognises companies who combine technological innovation, entrepreneurship and rapid growth.

According to a small businesses survey only about half of all new businesses survive for five years. The fact that Appscrip is not only into its sixth year, but is thriving even in hard times and



owner of a globally reputed brand that delivers enterprising and innovative solutions. Appscrip was an answer to the question he asked himself in his early 20's "How do I deliver quality technology solutions at low cost, requiring low technology/resource overheads from a development standpoint?"

The idea strengthened when he realized there was no specialized provider who can act as a technology partner for startups that are working on on-demand, social, ecommerce, messaging and shopping platforms. He identified the common



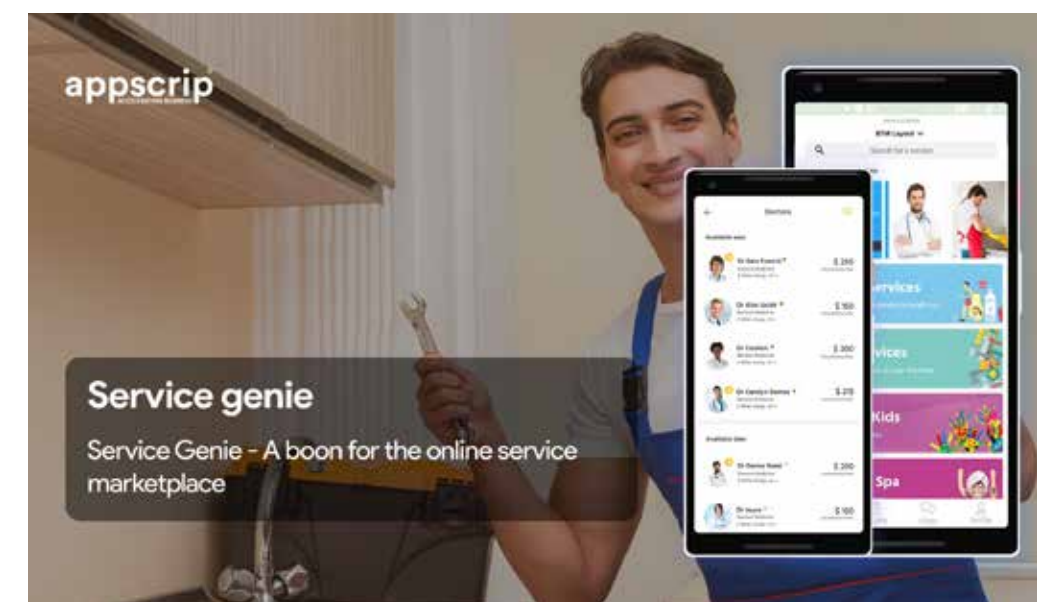
has achieved success despite being a bootstrapped company, is a sterling testimony to its being a winner.

FUTURESCOPE

Appscrip is committed to maintaining its dominant position among its competitors, by investing in research and development capabilities - one of the main engines of its growth. Tailoring its approach to each market will help in its endeavour for global expansion. Appscrip is working towards sharing its success by launching partner programs in new regions to provide

Appscrip looks forward to diversifying investments and take the equity route which it believes to be one of the best ways to build wealth. Emerging areas of ecommerce will be given more priority and the product list will be expanded from current 50 to over a 100. By improving upon technologies like telematics, AR and IoT, the company aims to modernize the entire gamut of business.

www.appscrip.com



greater support to customers worldwide.

Its existing markets provide significant opportunities for future growth. By continually investing in technology, infrastructure and people it plans on multiplying its share of the on-demand business, real estate, services marketplace, delivery, transportation, entertainment, dating and ecommerce markets.

Shivangi is generating tremendous momentum to foster the growth of women entrepreneurs through innovative schemes. This would ramp up the process for women to quickly launch their own businesses.

CEO'S NOTE



We as a company, constantly strive to invest in new areas of technology. Even in times of crisis there are plenty of opportunities for companies that act quickly. We don't see adversity as a point to cut costs. We are well prepared and have an open approach to adapt to agility to what lies ahead.

It's essential for every business today to have an online digital strategy, be it a laundromat, retail store, industrial b2b suppliers, or a hair salon. All these services which thrived at providing services at their location need to change and now will have to deliver it to the customer. Hyperlocal will be the game changer and e-commerce will transform in ways unimaginable.

More and more people will now be doing things remotely. Contact-less services will become the norm. We as a technological company have a well thought out strategy and are fully geared to provide a powerful set of technology components to enable businesses to adapt to these changes.

We have a strong ambition to create at least 500 entrepreneurs this year over our digital product suite spanning health care, transportation, e-commerce, social, messaging and services.

Rahul Sharma
CEO, Appscrip

Shivangi Sharma
Co-founder, Appscrip