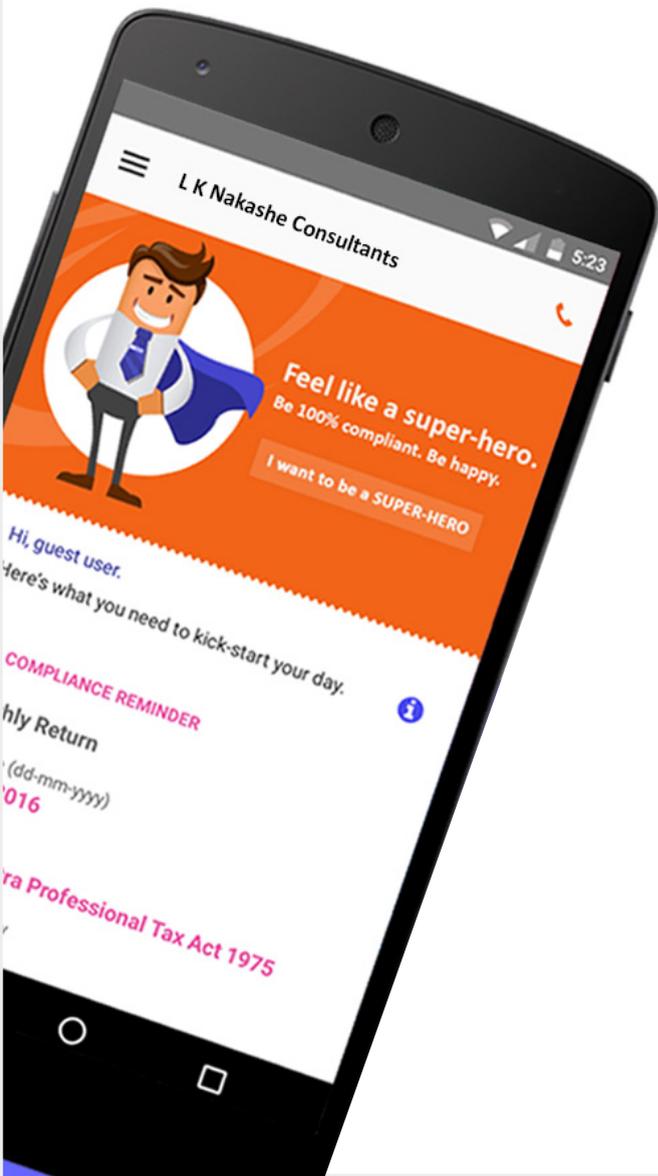




L K Nakashe Consultants

BFSI



UN-COMPLICATING COMPLIANCE & LABOUR LAWS

A must have mobile app for professionals of HR, admin & labour law



With 950+ clients, LK Nakashe Consultants Pvt. Ltd. is among the top 2 compliance & labour law consulting companies in India and has a pan-India presence.

LK Nakashe - The Labour Law App is a first-of-its-kind app that UN-COMPLICATES compliance & labour laws in a manner that all HR Professionals, Labour Law Professionals and Admin Professionals find extremely easy & addictive. The mobile app has also helped strengthen the LK Nakashe brand, in the industry.

We architected and launched a proprietary mobile platform for Android and iOS through which the clients of L K Nakashe can access detailed information on their [statutory compliances](#), [licence renewals](#), and [monthly compliance activities](#).

The application also gives the clients complete information on their total due amount payable to L K Nakashe Consultants thereby helping L K Nakashe in better recoveries.

Users can also power-up themselves with [latest news](#), [knowledge & infotainment](#) on various aspects of labour laws & statutory compliance

APP FEATURES

The mobile app features are as follows:

1. Monthly Compliance Reminder

Provides the laws applicable, customised to each of the 1432 Cities & 29 States and 7 Union Territories of India

2. Licence Details, UAN & KYC, Invoices

Shows Licence numbers, expiry dates & other information for client's all offices (pan-India), the UAN & KYC pending details of the client's company and also the Invoices raised by LK Nakashe in lieu of their services

3. News Centre

The largest news centre that covers every aspect of Labour Law news, court hearings, case studies & law amendments

4. Labour Law Library

Provides the most comprehensive set of Frequently Asked Questions on all labour laws of India

5. Infotainment Learning

The most interesting 2 minute reads, with audio & video content, on various topics & history of labour law

6. Send Important Forms

The most simple & convenient way to email forms to anybody including sample forms, filling instructions and list of mandatory documents that need to be attached before submitting the form

7. Labour Law Helpline

Get free advice on any aspect of labour law

8. Government Notifications

Provides the original PDF copy of the latest resolutions passed by any State or Central Government, and Corporations

9. Basic Minimum Wages Slabs

Provides the original PDF copy of the latest minimum wages & dearness allowances slabs released by the State Governments

10. Professional Tax Rates

Provides the Professional Tax rates across different states of India

11. Labour Welfare Fund Rates

Provides the Labour Welfare Fund rates across different states of India

12. Know Our Services

The most innovative infographic helps understand the LK Nakashe's service bouquet and their need to different companies

13. Request a Quotation

Allows any user to request a quotation for any of LK Nakashe's services

DESIGN

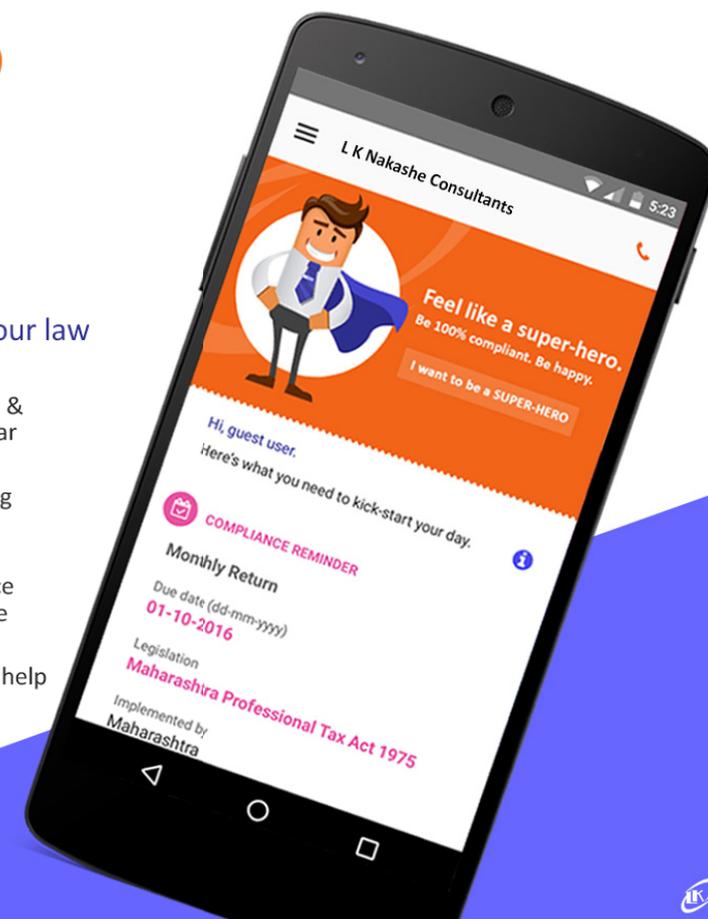
The mobile app is an industry first because of the following features:

- (1) Provide customised content for 8 different types of users, all through the same app
- (2) Extremely intuitive user experience



Un-complicating compliance & labour law

-  Get compliance & renewal calendar
-  Learn something new every day
-  Send compliance forms to anyone
-  Get free expert help



INNOVATIVE IDEA

1. GEO-LOCATION

(i) The app fetches the GEO-LOCATION of the user and shows only the content relevant to the users city & state

(ii) The user can add any number of cities or states or union territories by changing her Geography preferences. The set her preferences for any of the 1432 cities, 29 states & 7 union territories, as per her liking

2. AUTOMATED PUSH-NOTIFICATIONS

(i) The platform uses automation to send push-notificaion & email reminders on pending invoices, upcoming licence renewals, and for any new content added in the app

(ii) Push notifications are also Geo-targeted thus getting the user's attention only for the content that is most relevant to her

3. CONTENT UPLOADS

The mobile app allows team members, team leaders & group leaders to update the status of their client's licences from the mobile app

4. BOOKMARKING

Users can bookmark the contents of the app & access them with a single click at any time they wish

5. DOWNLOAD ATTACHMENTS

The mobile app allows users to download PDF attachments in the app, on to their mobile devices

6. USER FEEDBACK

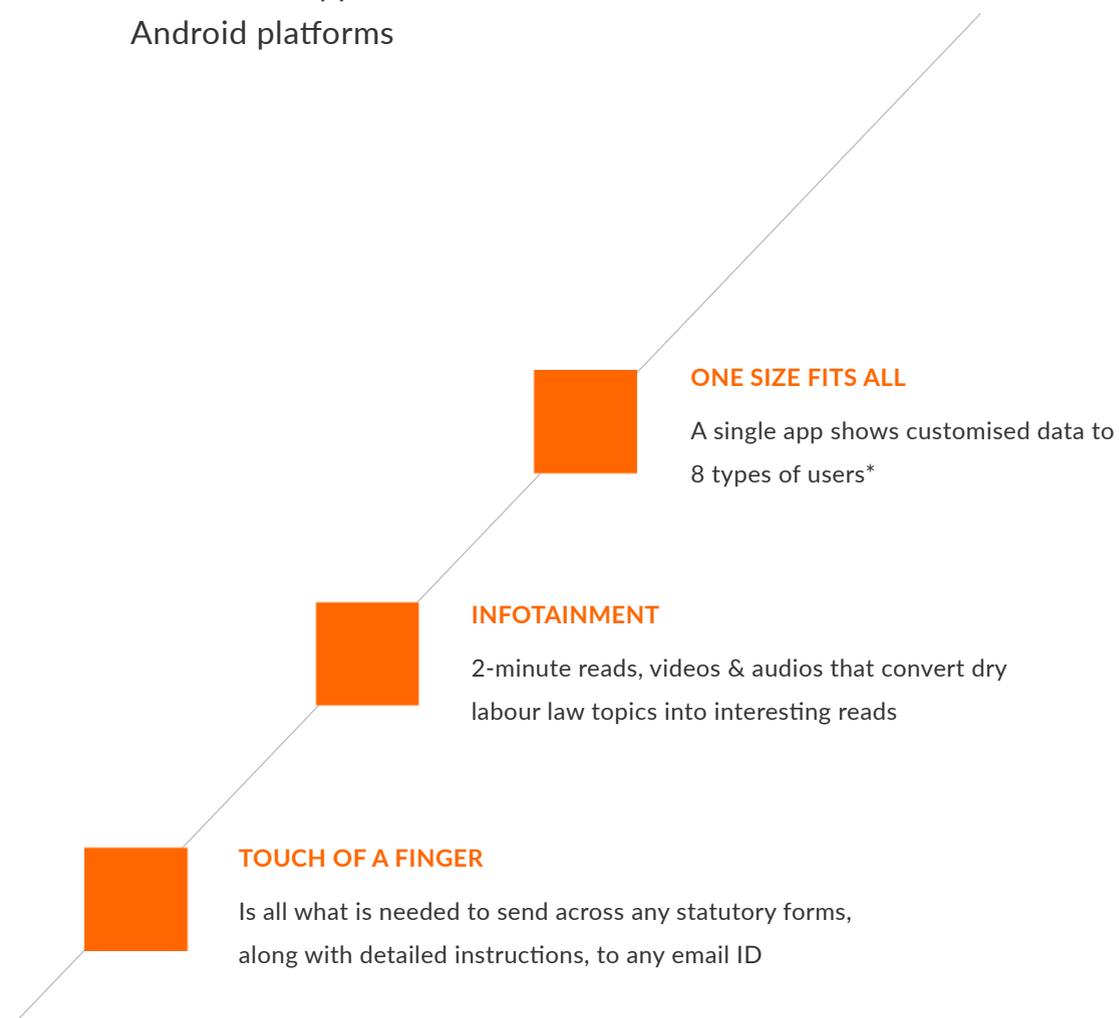
The mobile allows each user to provide their feedback on the usefulness of each content on the app

7. EMAIL & SHARE

The app allows users to email & share (along with the PDF attachments) any content from the app

8. iOS & ANDROID

The mobile app is available to download for free on both iOS & Android platforms



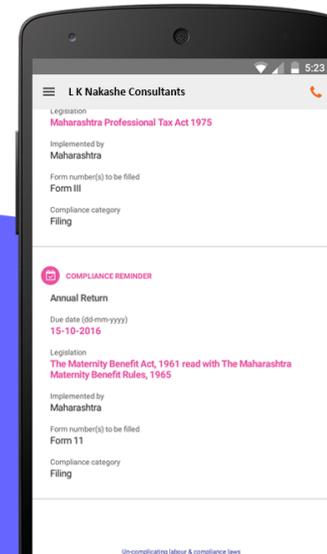
TECHNOLOGY

A very powerful & secure admin panel allows the mobile app admin complete flexibility and control over the all the features.

- (1) A single cloud-based admin panel controls the mobile app & website content
- (2) The admin has the choice of selecting which content goes on the website or the mobile app or both
- (3) At the click of a button, the admin can either allow or block downloading & emailing features on the mobile app and the website
- (4) The admin panel has been built on Linux, Apache (5.5.12), MySQL (5.6.17) and PHP (2.4.9)
- (5) SSL Certificates and Code Guard has been installed on the server to keep the data highly secure

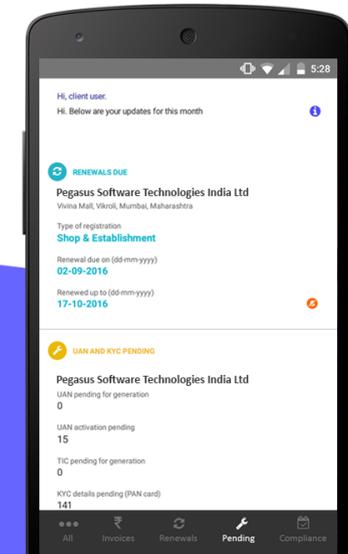
Un-complicate compliance

Get notifications & alerts | Know the form numbers & challans to be filled



Un-complicate licences

Get information customised to your company on renewals, UAN & KYC



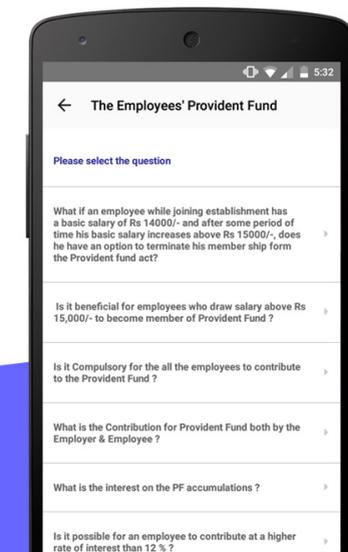
Un-complicate learning

Enjoy short audio-videos & rich media snippets learning snippets on many topics



Un-complicate learning

Get answers to the most frequently asked questions



How was the product or service delivered or executed?

(1) The mobile apps are available for download on Google Play Store and Apple Store.

(2) Dedicated emails were sent to the clients, announcing the mobile app & its features.

(3) A new website was launched. By restricting access to a few features on the website, all the website users are being converted into mobile app users.

(4) Details about the mobile app have been included in all the marketing brochures & collaterals.

(5) The monthly newsletter of the company has one section talking about the benefits of the mobile app.

(6) Highly customised content is being created and delivered to each user, keeping in mind their preferences and the services they have subscribed for.

Share results of product or service - ROI, number of users, benefits to users etc.

(1) Downloaded by a majority of clients.

(2) The knowledge pool & push notifications help keep all clients updated on the latest developments.

(3) Approximately 120 notifications are sent to each user each month. This results into more than 1,80,000 customised notifications sent each month.

(4) The 'Send Form' feature has been a major hit, with many app users using this section very frequently.

(5) The app has cut down the number of email exchanges between LK Nakashe's employees and the clients.

(6) Has helped win clients, as LK Nakashe is the only company (in its field) to have a mobile app. This has resulted in an ROI of 1.2x within just a few months.

(7) The app has opened a steady stream of service enquiries, as users submit the request through the mobile app.

(8) Because of sending notifications on invoices, the percentage of pending payments from LK Nakashe's clients has reduced by 18%.