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10 Most Promising Mobile App Startups - 2018

As more and more businesses are opting for mobile applications to gain visibility, build brand recognition and improve customer engagement, it has become imperative for CEOs and CIOs to take charge of mobile application development strategy in order to stay ahead in the competition. Some key challenges businesses face while in application incubation, development and post-publication phase are responsive design, end to end application integration, testing, security, deployment models etc. One formula does not work for all; the CEO has to keep a sharp look at various components that go in the application development process to take strategic decision for application success while meeting the bottom line benefits of the business.

Perfectly understanding these challenges and the distinct business needs of the industry, CIOReview team brings you a list of "10 Most Promising Mobile App Startups." This well-researched catalogue encompasses a set of skilled new-age vendors that hold the potential to effectively deliver their technological acumen in the segment of Mobile Application Solution. Being closely scrutinized by a distinguished panel of judges including CEOs, CIOs, CXOs, analysts and CIOReview editorial board, we believe that these companies have the technical skill sets and business capabilities to address the unique challenges of mobile application solution today. We believe the listed solution providers will assist businesses across different verticals and industry sectors meet the best standards in the years to come.



Company:

Yugasa Software Labs

Description:

Provider of web and mobile applications

Key Person:

Ashish Mittal, CEO

Website:

yugasa.com

Yugasa Software Labs:

Delivering Superior Mobile App Development Services with Enhanced User Experience

There is absolutely no repudiating the fact that the mobile world is expanding itself across all spectrums of the Indian market and will continue to grow. This spurt in growth has resulted in the ubiquity of mobile phones and advancements in the internet thereby, propelling the wheels of mobile app design and development. Additionally, trending technologies like IoT and AI act as catalysts for the proliferation of mobile apps across a gamut of industry verticals. However, there are challenges that plague such growth too like the influx of multiple technologies and lack of knowledge in these sectors, the applications inability to scale, failure of apps to meet the specific business goals, rigid UI/UX, compromised security and inadequate funds.

Mitigating such bottlenecks encountered is Gurgaon based Yugasa Software Labs that employs a modular approach creating a remarkable repository of app modules over a period of time and unmatched industry experience that is leveraged to ensure the development of tailor-made mobile apps at an economical rate. "I understand that this is very different than development practices other companies follow. Apart from

this, we believe in development consultancy instead of just being coding robots. Our acumen of understanding the functional requirements and designing elegant UIs as per client's expectations makes us different from many other app developers in India," says Ashish Mittal, CEO at Yugasa Software Labs.

With set processes in place, the company has adopted agile methods from the beginning that keeps software development flexible and scalable to accommodate new feature requests and change requests as and when required. Whilst working on a project

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for the client, the team ensures keeping business owners informed and in the loop on the progress of the project undertaken through tools, emails, and live demonstrations during sprint plan meetings and retrospective meetings. "We are very sensitive and strict in this practice and inform clients of the tasks on a daily basis. This prevents gaps in requirements understanding and hence the development results are faster and better," informs Shobhit Srivastava, CTO and Delivery Head



Ashish Mittal, CEO

at Yugasa. The IT infrastructure at Yugasa is extremely stable and secure, assuring the work runs in progress without any disturbance and disconnect. The company has worked with clients in 22 countries so far and is further expanding its reach.

A leading software solution provider in India, the team conducts a detailed and meticulous study of every screen of the app while designing a UX. "Our experts analyze all possible actions a user might like to perform when he is on a particular screen. And then we try to offer all such required actions on that screen in an elegant manner. The fact that 80 percent of our business comes from repeat clients confirms our focus towards client satisfaction," reveals Ashish. Additionally, the team of experts at Yugasa undergo rigorous training at regular intervals to follow best coding practices and keep themselves updated with the advancing technologies in the market. In tandem with the permeation of newer technologies like AI, IoT, and Blockchain, Yugasa has already begun building apps around these newer trends and has geared themselves up to increase their prominence in this mobile app development domain. CR



Shashi Mittal, MD