



- **A Commercial Proposal for -**

**Highrise – SAAS
Ultra Lite Suite**

Submitted to

“Gurkrupa Construction”

Pune

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Table of Content

| | |
|--|----------|
| 1. COMPANY PROFILE | 3 |
| 2. <i>REQUIREMENT BRIEF</i> –..... | 3 |
| 3. SCOPE OF THE PROPOSAL | 3 |
| 4. PRODUCT DETAILS - HIGHRISE | 4 |
| 4.1 <i>PRODUCT INTRODUCTION</i> | 4 |
| 4.2 <i>WHY HIGHRISE?</i> | 4 |
| 4.3 <i>PRODUCT CORE MODULES</i> | 5 |
| 4.4 <i>PRODUCT FUNCTIONALITIES IN DETAIL</i> | 5 |
| 5. IMPLEMENTATION METHODOLOGY | 6 |
| 6. ADD ON INTEGRATIONS | 7 |
| 6.1 <i>CALL CENTRE FUNCTION IN HIGHRISE</i> | 7 |
| 6.2 <i>PRICING FOR CALL CENTRE FUNCTION</i> -..... | 7 |
| 6.3 <i>FACEBOOK & PROPERTY PORTAL INTEGRATION FOR HIGHRISE</i> | 8 |
| 6.4 <i>PRICING FOR FACEBOOK & PROPERTY PORTAL INTEGRATION</i> -..... | 8 |
| 7. FLOW PROCESS FOR HOSTING | 8 |
| 7.1 <i>FLOW PROCESS OF HOSTING - CLOUD HOSTED</i> | 8 |
| 8. INVESTMENT FOR HIGHRISE | 9 |
| 8.1 <i>INVESTMENT FOR HIGHRISE SAAS FEES –ULTRA LITE SUITE</i> | 9 |
| 8.2 <i>PRICING FOR PROFESSIONAL SERVICES</i> | 9 |
| 8.3 <i>PAYMENT SCHEDULE</i> | 9 |
| 8.4 <i>TOTAL INVESTMENT FOR HIGHRISE</i> | 9 |
| 8.5. <i>TERMS AND CONDITIONS</i> | 10 |

1. Company Profile

Kanix is a fast growing software product development and marketing company with focus on Construction Industry Vertical. Kanix's product line for Construction Business successfully integrates high-end e-commerce and ERP for large, mid-sized and small businesses. Thousands of Construction Houses worldwide are adding value to their businesses using state-of-art software products of Kanix. We possess very strong domain knowledge in Construction Industry and we are pioneer in business-process-reengineering (BPR) and management consultancy.

Kanix was formed in 1998 as Custom Software Development Company by its four Directors. In year 2001 the company took a courageous decision and capped its 32 different product and decided focus and specializes in Construction Industry vertical. After about four years of difficult time the flag ship product of Company Highrise – India's First Construction ERP Software started showing results of the efforts put in. Today Highrise is the market leader in its segment.

Kanix has its head office and development center in Pune and has branch offices in Mumbai, Delhi, Kolkata, Chennai, Bangalore and Ahmedabad. Kanix has 120 channel partners who help promote Kanix products & help in Implementation & Support.

The Seven ATC (Authorized Training Centers) of Kanix teaches students usage of Kanix products and offer them placement. Due to these ATC's and huge installation base trained manpower to use Kanix products is amply available.

Kanix has also strong bench strength of consultants who are trained in using Kanix Products and are available on Billing to its clients.

With the experience of 22+ years in ERP Development& Implementation Kanix realized that in addition to having a good product it is equally important to have proper implementation. Kanix invented innovative means of ERP implementation and now have grown in confidence to offer its Highrise ERP with "IMPLEMENTATION GAURANTEE" making it the first software company to it.

2. Requirement Brief –

Client proposes to automate the operational processes of various departments for better control on the day to day operations by computerization and use of IT and is in search of a readymade software solution which will map on the end to end requirements of the processes of the construction business.

3. Scope of the Proposal

This proposal includes product features, solution & pricing for:

1) Highrise License –Ultra Lite Suit SaaS Version

4. Product Details - Highrise

4.1 Product Introduction

Highrise is India's first Construction ERP; a specialized Internet Ready software solution popularly known as ERP for Construction, Contracting & Real Estate industries. In simple words an ERP is the integrated software solution encompassing all the functional departments of the enterprise. Highrise consists of integrated functions of Accounts & Finance management, Sales, Marketing & CRM Management, Project Estimation, Planning, & Project Management, Purchase, Store & Inventory Control, Labour Contract Management, Human Resource Management, Quality Control, Lease & Mall Management, Tender & Billing Management and Fixed Asset Management. All the above functions share common data thus makes the organization homogenous.

Kanix has invested 17 long years in developing proprietary business process by doing R & D and inculcating all best practices in the software. Highrise enjoys installation base in excess of 2500 spread across India and abroad. The success of Highrise as a product can be gauged from the fact that a number of engineering colleges are teaching Highrise in their curriculum.

With the induction of RERA and GST by Government of India automation in one way has become mandatory for Construction Industry. Highrise fits best between your manual process and proposed Automation. Being a home grown product it caters to practical difficulties faced by the Industry in automation. The Implementation of Highrise is completed in 90 days with a very smooth transit.

Kanix very soon will be GSP/ASP for the GST related operation. Currently GST integration with GST Portal is handled using third party service providers.

Technology is changing at a very fast pace in today's era. Kanix has kept itself abreast with the pace of technology. Highrise which initially was developed as a client server application is ported on latest .Net Platform with MVC. Mobile Apps are developed for relevant functions like site operations, Customer interface, Approvals. Functions such as Cloud Telephony and call center are built-in to Highrise. Soon we are launching VTC (Vehicle Tracking System) in Highrise.

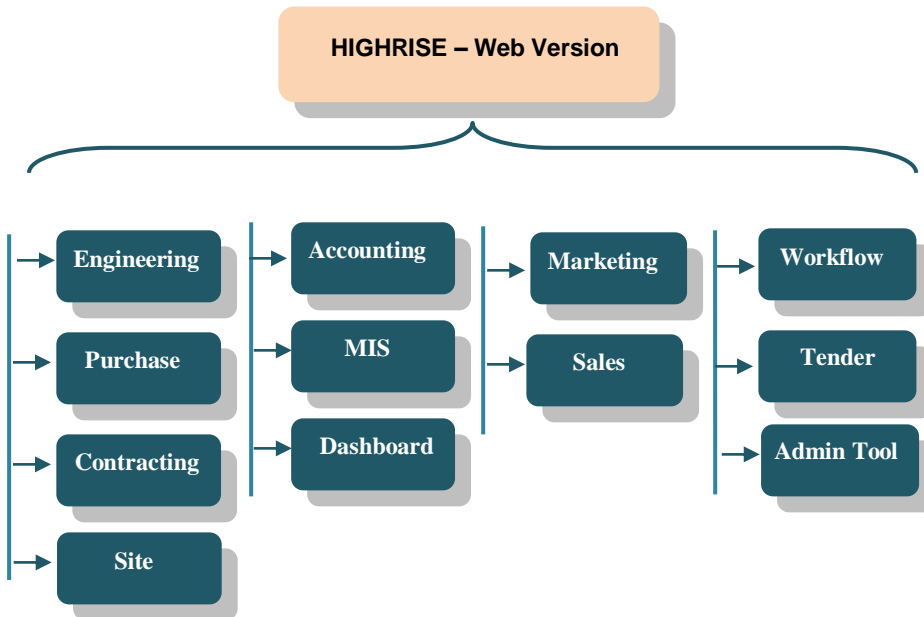
In technical or software term UI/UX is getting importance these days. Software Companies are doing investments on UI/UX. UI stands for User Interface and UX stands for User Experience in using the software. Kanix has a dedicated team looking after these aspects.

Once we talk about technology user would want to use software from any OS and any Device. Keep this in consideration Highrise Architecture is designed in such a way that it works on any OS like Windows, IOS, Android and supports devices like Laptop, Tablets and smart phones in a responsive nature.

4.2 Why Highrise?

- ✓ Serving construction industry since 1997.
- ✓ Matured product - Ready to use ERP (Since 14 years)
- ✓ Successful Installation across India.
- ✓ Secured, Scalable, Flexible & Easy to use
- ✓ Strong domain knowledge in construction
- ✓ Assuring implementation in 3 months
- ✓ Built in industry standard business processes / practices
- ✓ Configurable alerts, workflows - Management checks & Damage Control
- ✓ Data Security & Confidentiality
- ✓ Multi level security – Role Based Access Control (RBAC)
- ✓ Real time data availability
- ✓ Centralized repository - Knowledge bank - Any time Any Where access via Internet

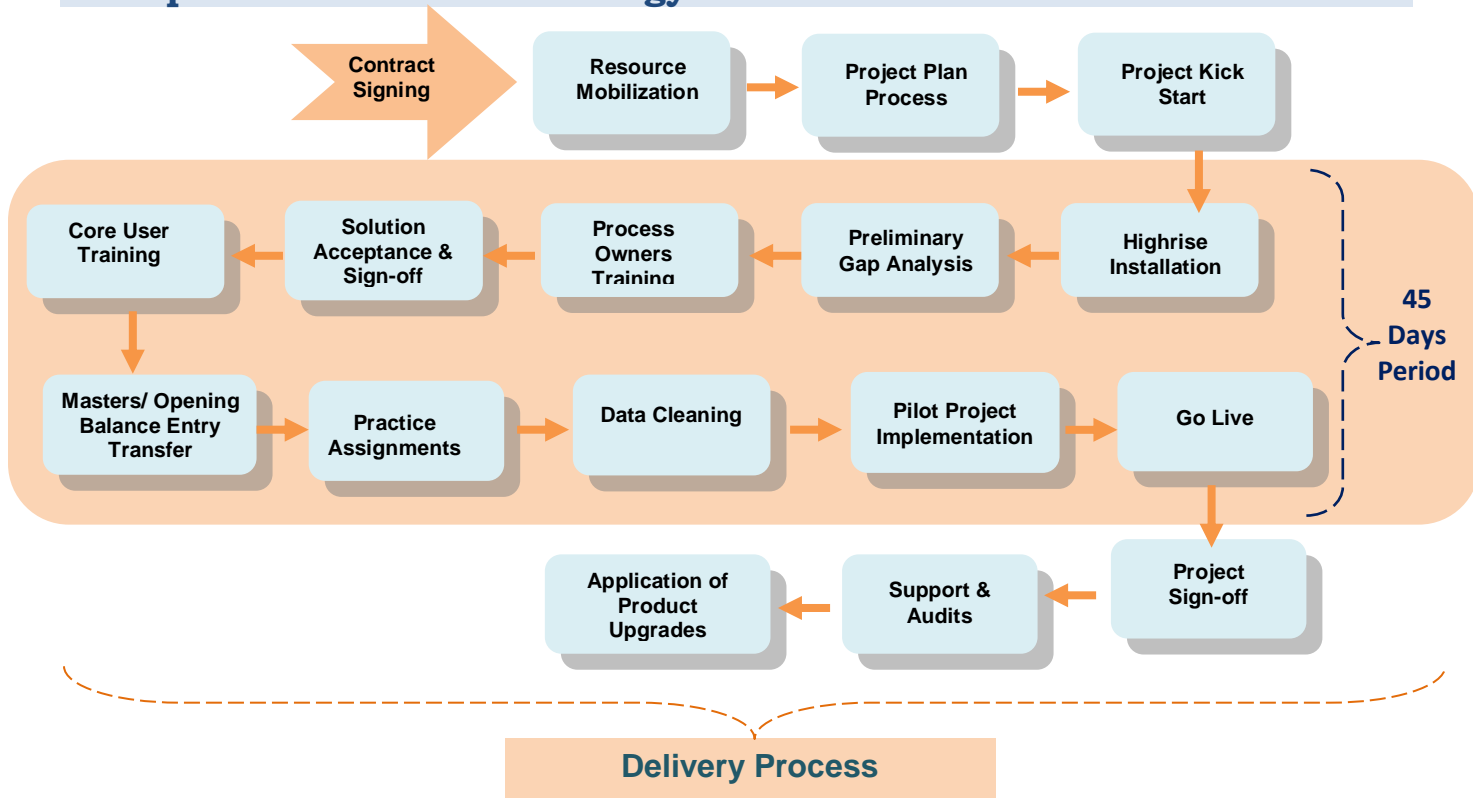
4.3 Product Core Modules



4.4 Product Functionalities in detail

| Product Module Name | Detail Product Functionalities |
|--|--|
| Engineering Module [PCACC7017] | Budgeting, Estimation, Estimate Versioning, Planning, Project Management, RERA, Document & Drawing Management |
| Purchase Module [PCACC7018] | Supplier registration, Material Requisitions, Enquiry, Quotation, Quotation Comparative, Rate Management, Purchase Order, Purchase Bills, Taxation, Posting to Accounts |
| Contracts Module [PCACC7019] | Contractor Registration, Labour Rates, Work Order & Revisions, RA Bills, Taxation, Advances, Debit / Credit Notes Posting to Accounts |
| Site Module [PCACC7020] | Material Requisitions, Material GRN, Material Issue, Inventory Control, Material Transfers, Work Completions, Quality Checks, Departmental Labour |
| Marketing [PCACC7072] | Marketing Budgeting, Campaign Management, Lead generation & Tracking, Follow-ups, Site visits, Digital Marketing, Call Centre Functions |
| Sales [PCACC7021] | Sale unit Definitions, Sale Booking, Payment Schedule, Extra Work, Other Charges, Demand & Reminder Letters, Payment Receipts, Interest Calculations, Bank NOC, Agreement Printing, Broker Management, Possessions, Transfers & Cancellations, Taxation, Posting to Accounts |
| Accounts [PCACC7022] | Double Entry Bookkeeping, BS. PL, TB, Cash-flow, Branch & Division, Cost Centre, Schedule II BS, Multi-Company Consolidation, Depreciation, Interest Calculation, Integrated to all other Modules, VAT, Service Tax, WCT, GST till portal Integration |
| Work Flow [PCACC7071] | Configurable work flow, multilevel document & item approvals, SLA & Alerts |
| Dashboard & MIS | MIS Reports & User Configurable Dashboard |
| Admin tool | User, Security & General Administration of Highrise |

5. Implementation Methodology



6. Add on Integrations

6.1 Call Centre Function in Highrise

Technology & Background –

The Highrise Call Centre has been designed using internet telephony. When promoting a product using multitude of Campaign and media it becomes difficult to find out the source of Information which lead to this enquiry. In absence of this information it becomes difficult to find out the ROI of various marketing campaigns that we have undertaken and we need to blindly keep on investing money on even non-product campaigns.

To resolve this Highrise call center gives a provision of having number of virtual numbers which can be separately assigned to each campaign. When a prospect calls the number (say looking at a Hoarding or a newspaper advertise), Highrise will pick the call with a prerecorded welcome message and forward the call to the configured physical number. Call routing protocols are configurable to suite the need of individual user. By doing this Highrise comes to know that the enquiry has been generated in response to which marketing campaign. This helps in calculating cost per enquiry for a given campaign by dividing the cost by number of enquiries generated. While forwarding the call Highrise also records the call for future reference and training needs.

Additionally, Highrise also has a provision to assign any number of channels behind each virtual number. This helps in handling spike load of calls and we do not miss any opportunity. To understand this better let's assume that I have PRI Line with 30 channels and one Virtual Number which I have displayed in the newspaper. I also have five agents attending these calls. One the enquiry call comes in it is routed to these physical numbers in round robin fashion. If the physical number is busy it forwarded to the next physical number, if all the physical numbers are busy the call kept on hold with a prerecorded message saying "Your Call is important to us. All our executives are busy handling other clients. Please hold the line...." If the prospect disconnects the phone even then you get a record of all the missed calls that you can contact thereby ensuring that you do not miss on any opportunity.

Salient Features of Call Centre Function -

- Provision of multiple virtual numbers
- Provision assigning multiple channels to virtual numbers
- Configurable routing protocol for forwarding calls to physical numbers.
- Call recording for incoming and outgoing calls
- Sticky agent – If the prospect calls again Highrise will know that it has data for this number and forwards the call to the same agent who had earlier attended the prospect and automatically opens the prospect case history on his screen.
- Provision for click to call to the call centre agents
- Mobile app to do the calling even on the move but still record it.
- Provision for site visit feedback
- Provision for Payment follow-up with pre-recorded messages.
- Easy way to playback the recorded messages.
- Integrated with Highrise Marketing & Sales Modules

6.2 Pricing for Call Centre Function-

| Parameters | Unit | Amount (INR) | Payment Schedule |
|--------------------------------|------------------|--------------|------------------|
| Virtual Number with 4 Channels | Per Month | 900/- | One Time |
| PRI Line | Per Month | 8,000/- | One Time |
| Incoming Call (Leg A Only) | 60 Sec Pulse | 0.60/- | As per usage |
| Outgoing Call (Leg A & Leg B) | 60 Sec Pulse | 1.20/- | As per usage |
| Silver & Gold Premium No. | Per No | At actual | At actual |
| One Time Setup Charges | Per Installation | 35,000/- | One Time |

6.3 Facebook & Property Portal Integration for Highrise

Highrise can connect to Facebook using the Interio App and collect the lead generated on Facebook & Instagram in a live environment. These leads can then be forwarded to the marketing executives as per the set "Lead Distribution Mechanism" in Highrise. The Marketing Executive will immediately get a SMS & Email upon this assignment. Above procedure will help you reach the prospect within a hour of generation of the lead thereby increasing probability of qualification.

The leads generated through other sources such as property portals & other social media also can be given a similar treatment.

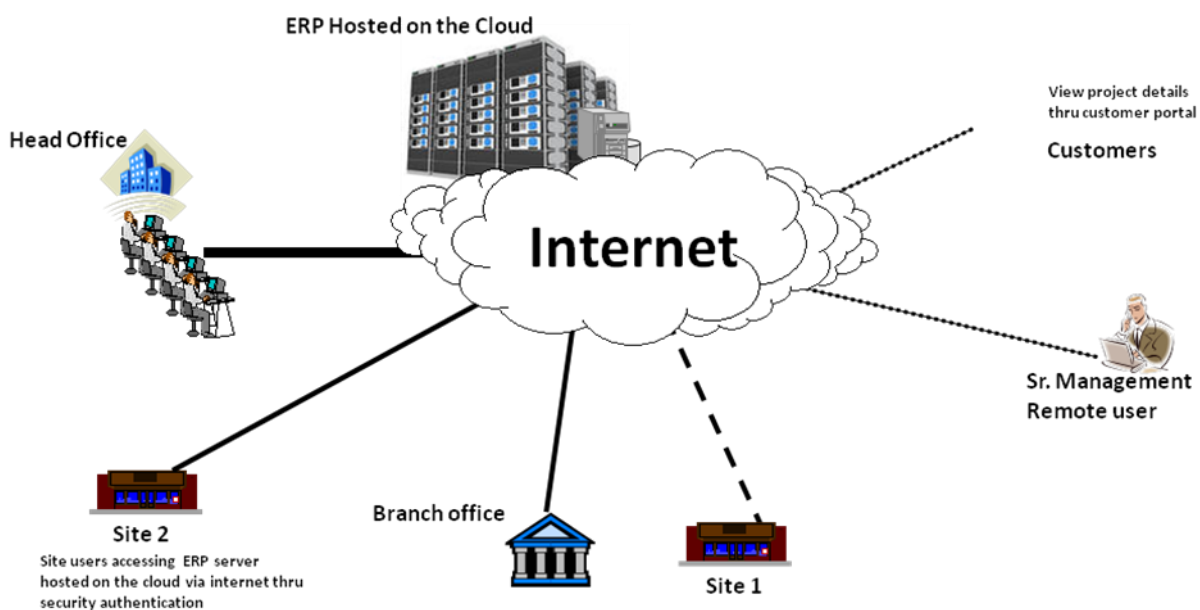
6.4 Pricing for Facebook & Property Portal Integration-

| Plan | Task per Month* | Amount (INR) | Payment Schedule |
|------------------------|------------------|--------------|------------------|
| Free | 100 | NA | NA |
| Starter | 750 | 1500/- | Per Month |
| Professional | 2000 | 3500/- | Per Month |
| Team | 50000 | 21000/- | Per Month |
| Company | 100000 | 42000/- | Per Month |
| One Time Setup Charges | Per Installation | 10,000/- | One Time |

* Unused Tasks of previous month will not be carried ahead to the next month.

7. Flow Process for Hosting

7.1 Flow process of Hosting - Cloud Hosted



Remote/ Site/ Branch Users can access ERP Server hosted on the Kanix cloud

8. Investment for HIGHRISE

8.1 Investment for Highrise SaaS Fees –Ultra Lite Suite

| Product Code | Product / Module Name | No. of Subscriptions | Fees (Per User per Annum) | Fees (Per Annum) |
|---|-----------------------|----------------------|---------------------------|-------------------|
| PCACC7017 | Engineering Module | 5 | 54,000/- | 2,70,000/- |
| PCACC7018 | Purchase Module | | | |
| PCACC7019 | Contracts Module | | | |
| PCACC7020 | Site Module | | | |
| PCACC7022 | Accounts Module | | | |
| | Dashboard & MIS | | | |
| | Admin tool Module | | | |
| Total Investment for Highrise– SaaS - Lite Suite [A] | | | | 2,70,000/- |
| Highrise Discount on price | | | | 42,000/- |
| Net Investment for Highrise– SaaS - Lite Suite [A] | | | | 2,28,000/- |

8.2 Pricing for Professional Services

| Professional Services | Amount (INR) | Investment Amount (INR) |
|--|--------------|----------------------------|
| Training & Implementation Charges | 2,25,000/- | 1,75,000/- (Discounted) |
| If trainer required Onsite Highrise Consultant per Month (Minimum Three Months Contract Required) | 75,000/- | NA |
| One Time Setup Charges | 50,000/- | Waive Off |
| Self-Learning Videos (One Month) | 20,000/- | NA |
| Total Investment for Professional Services[B] | | 1,75,000/- |

8.3 Payment Schedule

| Payment Schedule | Percentage |
|-----------------------|------------|
| Along with Work Order | 100% |

8.4 Total Investment for HIGHRISE

| Cost Parameters | Investment Amount (INR) |
|--|-------------------------|
| Total Investment for SAAS LiteSuite [A] (Annual Cost) | 2,28,000/- |
| Total Investment for Professional Services [B] (One –Time Cost) | 175,000/- |
| Total Investment for HIGHRISE | 4,03,000/- |

8.5. Terms and Conditions

1. Supplied Product shall be covered under warranty against programming bugs and non-Compliance with the specifications for the entire period of subscription
2. 5 GB data will be available for per Subscription. Additional data can be purchased at the rate of INR 5000 per 100 GB per Year.
3. **Taxes Extra as applicable.** Currently 18% GST will be applicable under SAC Code 997331
4. Implementation will be the joint responsibility of Kanix team & team of Client
5. For SMS Alerts client has to purchase the Transactional SMS packs based on their requirement. Package range from 20 Thousand to 1 Lakh SMS messages at 20 paisa per SMS message.
6. CAD Interface, Mobile Apps are not available in the SaaS version.
7. Call centre functions are built-in the web application the client will need to subscribe for virtual numbers. Details of this Call Centre and pricing are given above in section 7.1
8. This order nullifies and supersedes all and every other oral and written agreements or commitments of any nature that the parties may have reached prior to the date of this order and shall be final & binding to all in all respect.

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STATEMENT OF UNDERSTANDING

Between

Gurukrupa Construction- Pune

and

Kanix Infotech Pvt. Ltd.- Pune

This proposal has been prepared in accordance with Kanix's understanding of as per the given requirements by you. All information contained in this proposal represents Kanix's best estimates. However, since the actual results in your particular operations may vary from those indicated in the proposal due to variations in software programs, volume environment, personnel, and other factors, the final determination that the proposed products and services meet your requirements must be yours.

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We are keen to partner with your esteemed organization and look forward to a long term mutually beneficial engagement as your preferred technology partner.

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