

Building collaborative e-marketplaces & platforms for the National Investment Promotion and Facilitation Agency of India

Engagement Summary

Invest India, the **National Investment Promotion and Facilitation Agency** for the Government of India, engaged with TO THE NEW to build multiple platforms intended to promote foreign investment, empower Indian businesses and enable ease of doing business in India. Invest India platforms aim to empower investors, innovators, startups as well as the GoI with the required information to help translate potential business interests and business projects within the country into action.

About the Client

'Invest India' is India's official agency for investment promotion and facilitation. It is a not-for-profit, single-window facilitator for prospective overseas investors and for aspiring Indian investors wanting to invest in foreign locations.

Invest India aims to transform the country's investment climate by simplifying the business environment for investors. A flagship initiative of the Government of India, the client intends to build a strong ecosystem that is conducive for the growth of startup businesses, to drive sustainable economic growth, and generate large-scale employment opportunities.

Engagement with Invest India

The engagement with Invest India started in 2016 and TO THE NEW is the Digital Transformation partner involved in the design, development, and implementation of multiple digital platforms for investors, startups, and businesses in the Indian subcontinent.

Key Engagements with Invest India are:

- **Startup India Hub**

With the objective of attracting more and more investments to India, the Indian Government wanted to build a marketplace that can act as a single place of interaction for all the players in the Startup ecosystem. The challenge was to develop an intuitive and scalable platform that is fault-tolerant and could offer a seamless experience to investors, founders, Government bodies, and mentors.

Industry: Government



TO THE NEW built **user-friendly, highly visual, intuitive, and scalable platform** that the **entire startup community** can leverage and utilize for networking, knowledge sharing, and information access using Adobe Experience Manager v6.2 supporting 2000+ concurrent sessions.

- **Invest India Platform & NLP-based chatbot**

TO THE NEW worked with the customer to build & promote InvestIndia.gov.in, **an experiential platform intended to promote foreign investment and ease of doing business in India.** Invest India intends to be the first reference point for the global investment community, both domestic and international.

TO THE NEW designed, developed, and implemented a Drupal-based experiential platform to provide the investors with personalized and tailored experiences across touchpoints and equipping them with the right information on one platform. With its user-friendly, highly visual, and intuitive interface, it also helped deliver compelling user experiences.

'Satya', the NLP-based chatbot, was programmed to simulate human conversations & exhibit intelligent behavior, for intercepting, interpreting & processing personalized answers to customer queries trained across 1500+ FAQs to maintain 24X7 availability and a faster response time to investors across the globe.

- **Project Monitoring Group(PMG)**

Project Monitoring Group (PMG) is a platform for the Indian Government to track, speed-up, and take action on high investment maturity projects using custom JVM and React framework.

TO THE NEW worked with the customer to design and develop this platform to fast-track key Government initiatives. **A custom-built, open-source technology platform** enabled the Indian Government to manage and review high-value (more than INR 1000 CR) projects, resolve any hiccups and inter-ministerial dependencies and finally move to completion by enabling access and workflow management by multiple ministries online.

Technology Stack

Frontend



Backend



CMS



Database



DevOps



Amazon Web Services



Google Services



Mobility



Others



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