


Empowering Industries. Driving Digital Solutions. Accelerating Growth.



 info@ycstech.in

 www.ycstech.in

 +91 9561526289
+91 9890220852

YCS TechSoft – Engineering Digital Excellence for Industry 4.0

YCS TechSoft is an innovative digital solutions organization, dedicated to helping industries achieve global standards through technology, creativity, and precision. Over the past four years, we have earned the trust of businesses across diverse sectors, building long-term partnerships that fuel measurable growth.

With a deep understanding of industry challenges and the evolving digital landscape, we craft solutions that blend cutting-edge technology with strategic vision. Our approach is industry-focused, ensuring that every project addresses specific market needs while positioning our clients for international competitiveness.

Our work goes beyond delivering projects — we create scalable, future-ready solutions that enable organizations to adapt, thrive, and lead in an increasingly connected world. Driven by a technical, creative, professional, and positive ethos, we are committed to turning ambitious visions into impactful realities.

At YCS TechSoft, we align with the highest global benchmarks to ensure every solution meets world-class standards.



Global Reach, Industry Precision



- **Industry-Focused Expertise**
Deep understanding of sector-specific challenges, delivering solutions tailored to each industry.
- **Global Standards, Local Insight**
Bridging global best practices with regional business needs for maximum impact.
- **End-to-End Digital Transformation**
From strategy to execution, enabling businesses to digitize processes, automate workflows, and accelerate growth.

End-to-End Digital & Technology Solutions

High-End Websites

Performance-driven, scalable sites built for global credibility.

App Development

Scalable, intuitive apps for web, mobile, and enterprise needs.

E-commerce Development

Secure, conversion-focused online stores for global markets.

Brand Identity Solutions

Creating impactful brands with lasting market presence.

Personalized Dashboards

Real-time insights tailored to empower smart decision-making.

Automation & Workflow Solutions

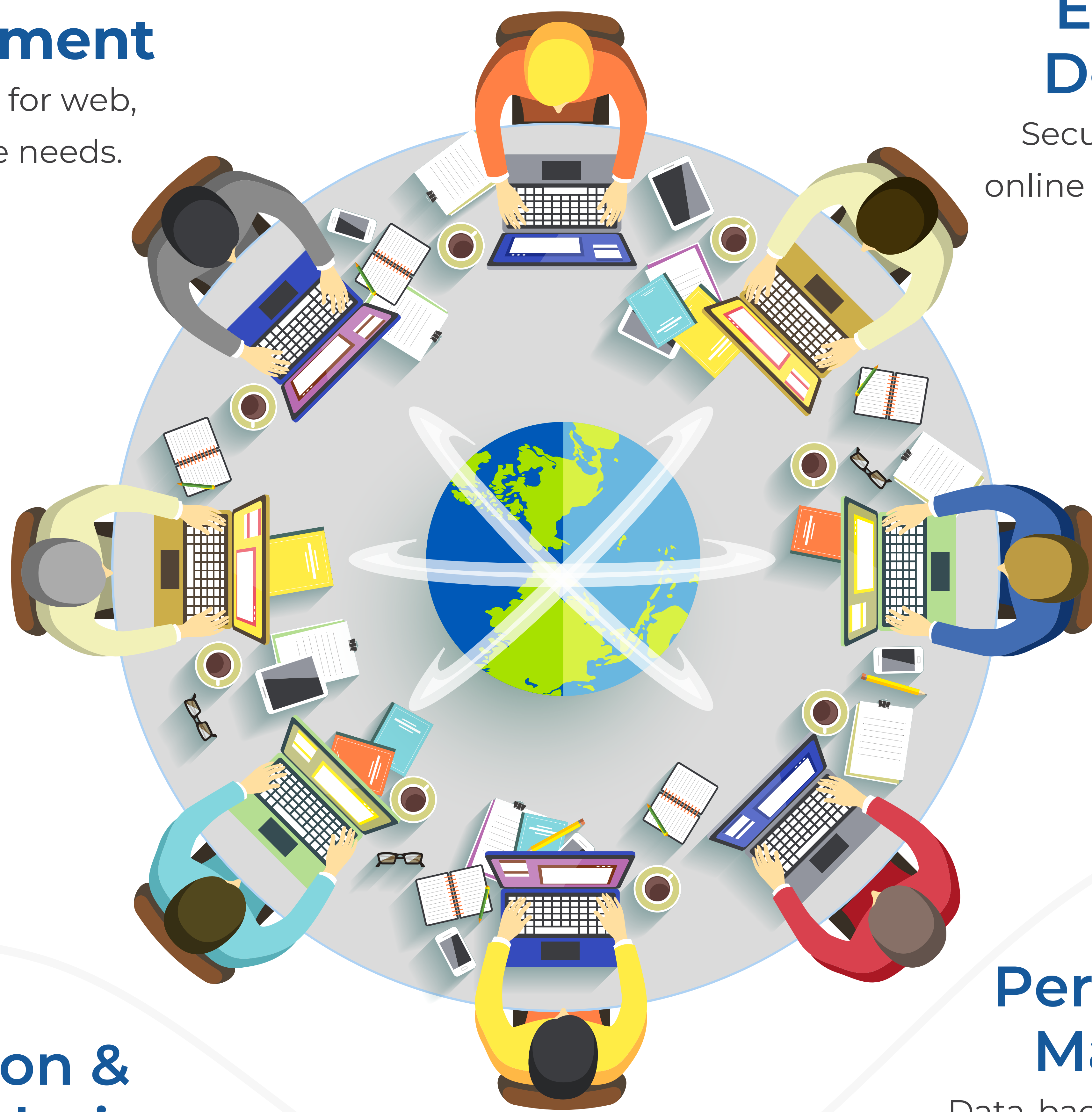
Streamlining operations for efficiency and consistency.

Performance Marketing

Data-backed campaigns that drive measurable growth and ROI.

UX/UI Design

Seamless, user-focused experiences that engage and convert.



Real Projects, Real Results

YSO – Digital Transformation for Operations Excellence

Challenge

- **Executive Drain** – Inefficient management leading to overburdened teams.
- **Rework** – Repetitive manual tasks slowing down operations.
- **Distrust** – Lack of transparency affecting internal coordination.
- **Decision Blind Spots** – Poor data visibility leading to delayed actions.

Solution

- **Lead Management** – Streamlined tracking of prospects & opportunities.
- **Cashflow Management** – Real-time financial insights & forecasting.
- **Payment Tracker** – Automated monitoring of receivables & dues.
- **Target Review** – Performance tracking for improved accountability.
- **Stagewise Approach** – Clear progress mapping of sales processes.
- **Sales Order Tracking** – Efficient order status updates & fulfillment.
- **Automated Reports** – Instant access to key business insights.

Impact

- 30% Growth in Revenue
- Improved Decision-Making
- Increased Team Efficiency
- Enhanced Transparency & Trust



Real Projects, Real Results

OEE Calculation Dashboard – Real-time Manufacturing Insights

Challenges

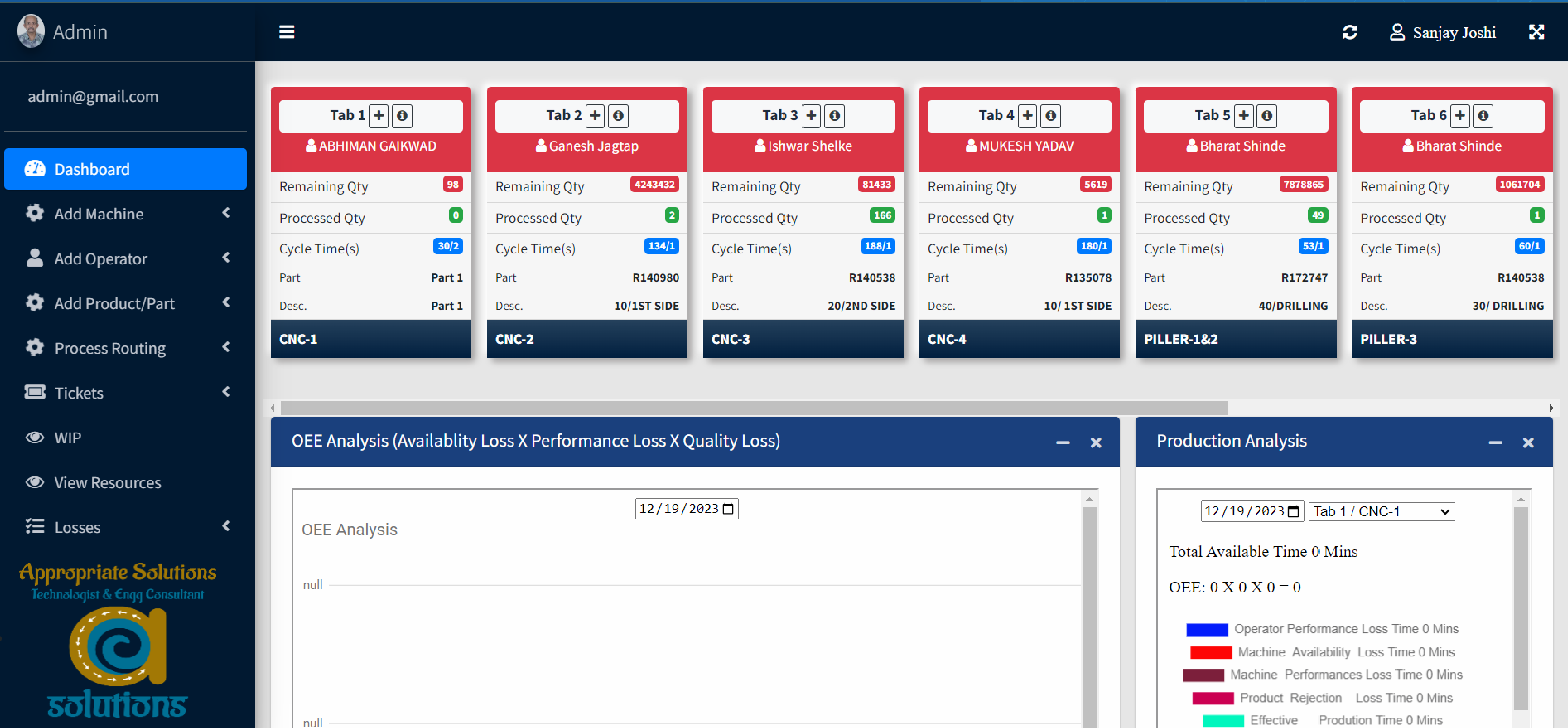
- **Lack of Performance Visibility** – Difficulty in spotting trends and understanding operational inefficiencies.
- **Delayed Decision-Making** – Inability to access real-time insights, leading to slow responses.
- **Complex Data Interpretation** – Struggles in analyzing large volumes of machine and production data.
- **Inefficient Scheduling** – Manual adjustments causing delays and productivity losses.
- **Data Loss Risks** – Limited cloud integration, making data recovery a challenge.

Solution

- **OEE Visualization** – Interactive dashboards to track performance trends and optimize operations.
- **Real-Time Collaboration** – Cloud-based sharing for instant updates to stakeholders and team members.
- **User-Friendly Interface** – Intuitive layouts simplifying data complexity for faster insights.
- **Smart Scheduling** – Automated planning tools enabling quick adjustments with minimal downtime.
- **Cloud-Based IIOT** – Secure data storage ensuring seamless backup and recovery.

Impact

- 12-15% Increase in Efficiency
- Faster, Data-Driven Decision-Making
- Improved Collaboration & Visibility



Real Projects, Real Results

Performance Marketing for Process Industry – Driving ROI in B2B

Challenges

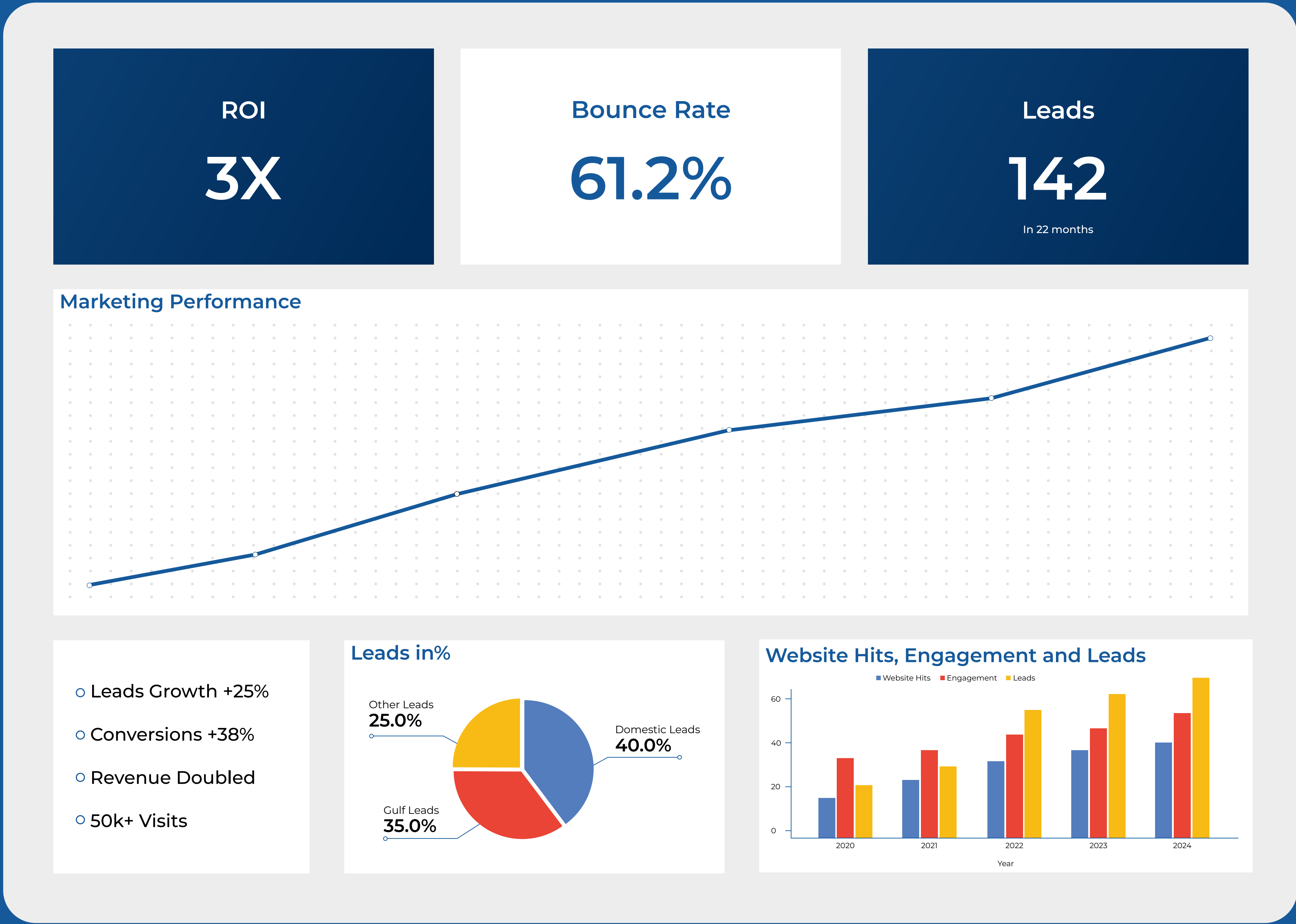
- High Page Load Time
- Low Bounce Rate
- No Enquiry Management System
- Space Utilization & Performance Issues
- No Dedicated Digital Marketing Strategy
- Low Brand Visibility & Weak Online Presence
- Poor Google Search Ranking & Low Ad Performance

Solution

- Revamped Website Layout
- Adoption of Latest Tech Stack
- Integrated Enquiry Management System
- SEO Implementation
- Targeted LinkedIn & Google Ads Campaigns
- Comprehensive Digital Marketing Plan to Boost Brand Awareness & Reach

Impact

- +25% Growth in Qualified Leads
- +38% Growth in Conversions
- 2× Revenue Growth
- 50,000+ Total Website Visits
- Increased Brand Value & Digital Presence
- Improved Google Ranking
- 300+ Qualified Leads Generated via Digital Campaigns



Management Team

“Guiding Innovation & Excellence”



Pradnya Kulkarni
Chief Executive Officer (CEO)

Visionary leader driving YCS's strategic growth, innovation, and global outreach.



Shubham Balkawade
Director – Business Development

Leads client acquisition, partnerships, and market expansion strategies.



Manoj Gonte
Chief Technology Officer (CTO)

Heads technical strategy, oversees solution architecture, and ensures delivery excellence

Core Team

“Turning Vision into Reality”



Amey Mundle
Head of Digital Marketing

Manages performance campaigns, SEO/SEM strategy, and digital growth initiatives.



Aditya Wadkar
Creative Head – Branding & Motion Graphics

Designs impactful brand visuals, UI/UX elements, and multimedia assets.



Avanish Naik
Head of Media & Content Strategy

Crafts high-impact narratives, media strategies, and thought-leadership content.



Akanksha Mishra
Agile Delivery & QA Lead

Ensures timely, high-quality delivery through agile methodology and rigorous testing.

Core of YCS

Great visions need great hands
— at YCS, leadership inspires,
and the team delivers.

Trusted by Industry Leaders

Engineering



Agro



Trusted Across Sectors



Milestones That Define Us



Incubated by IIM Bangalore – NSRCEL

Selected for incubation at one of India's leading business schools, gaining strategic mentorship and growth opportunities to scale sustainably.



Selected for 10,000 Women – Goldman Sachs Program at ISB

Founder recognized as a high-potential woman entrepreneur and trained in advanced business leadership at the Indian School of Business.



Awarded for Excellence in Digital Marketing

Honored for innovative, results-driven digital marketing strategies, reflecting YCS's commitment to measurable business impact.



Published Industry Research in IEEE & Springer

Demonstrated technical thought leadership through global publications:

- Cut Detection and Secure Routing in Wireless Sensor Networks – IEEE
- Cloud-Based IIoT Solution for Shop Floor Management Systems – IEEE
- A Secured E-Exchange Platform – Springer



Established a Global Client Base within 4 Years

Delivered high-impact digital and technical solutions to clients across industries and geographies, achieving a reputation for reliability and innovation.

Clients Served

150+

Countries Reached

07

Projects Completed

283+

Industries Served

11+



” Solution that
addresses
today's challenges