

Case Study

Brand, Growth, Design, Tech

At Kornea, we're all about trailblazing the pathways of unconventional marketing strategies. We create, innovate, and then do it all over again. We are thinkers, we are craftsmen curating aesthetics in the realm of tech, design, and marketing.



& a team of certified **Google Partners**.

Case Study

Brand/Growth/Design

When it comes to marketing strategies, we don't settle for vanilla, one-size-fits-all approaches. Instead, we dive deep into understanding our client's unique needs, tailoring strategies that propel them to success. We are not just marketers; we are partners who genuinely care about our client's growth. Going above and beyond, we push boundaries to deliver what is truly best for them.

We're an agency that has grown up with Svatanttra Microfin & Microhousing. It is a brand that deserves the best, and that is what we delivered. With Svatanttra, we have innovated and charted a road to rural marketing, unlike ever seen before in India. We invented new formulas and new formats to tell stories that fall upon the ears of the heart of rural India.

In our 8-year-long journey with Svatanttra, we have acted as their business partner while their GLP grew from 500 crores to 4,000 crores. One of their key requirements was recruitment. With that as a main focus, we grew their LinkedIn page from 0 to 51,000+ followers with new followers still being added every day organically.

Every day as they build their business, Kornea's partnership with them in everything tech, design, and digital grows stronger.

25+
Brand
Solutions

35
Full Stack Tech
Solutions

55
Growth
Solutions

100+
Campaigns
Delivered

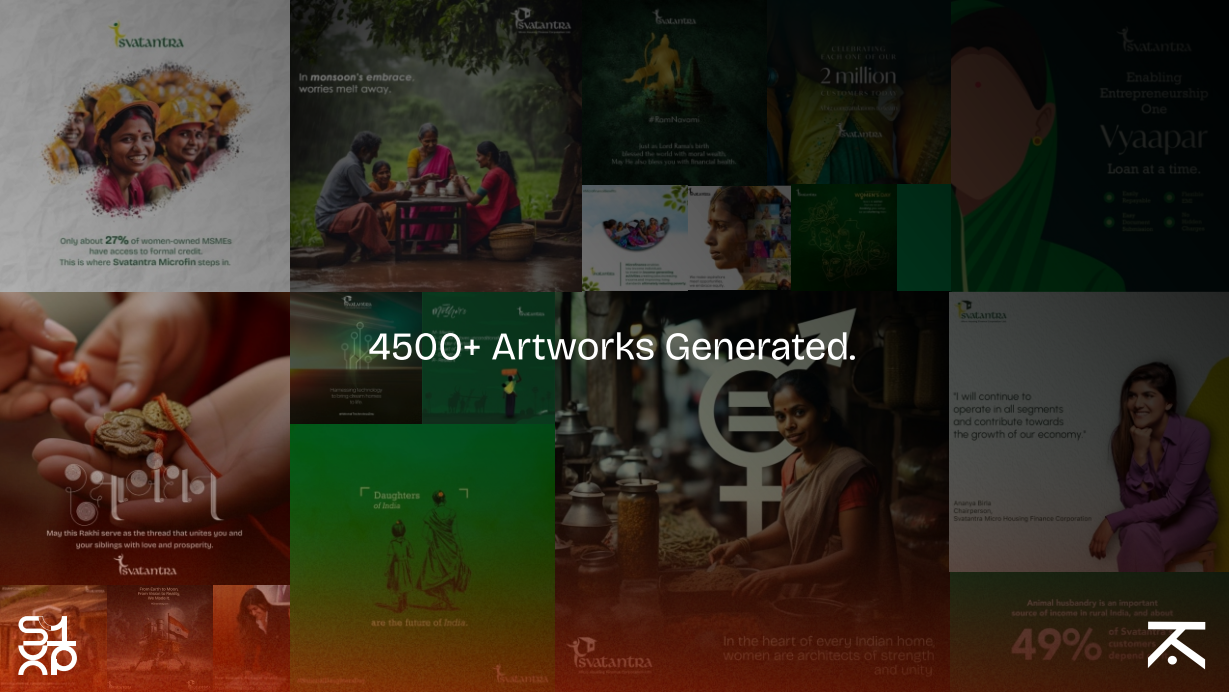
2
Mobile Apps
Delivered

8 Years
Agency
Retention



/ORM, SEM, SEO, Full Stack Tech, Brand Solutions, Content & Creative Services





SVALANTRA



Only about **27%** of women-owned MSMEs have access to formal credit. This is where Svalantra Microfin steps in.

SVALANTRA

In monsoon's embrace, worries melt away.



SVALANTRA



#RamNavami

Just as Lord Rama's birth blessed the world with moral wealth, May He also bless you with financial health.

CELEBRATING EACH ONE OF OUR
2 million
CUSTOMERS TODAY

It's a commitment to you.

SVALANTRA

SVALANTRA

Enabling Entrepreneurship One

Vyaapar

Loan at a time.

- Easy Repayment
- Flexible Rate
- Easy Documentation
- No Collateral

SVALANTRA



Thousand of technology
Entrepreneur's dreams
in 90s.

Artwork: Svalantra

SVALANTRA



Daughters
of India



are the future of India.

SVALANTRA

S1xp

From Zero to Hero,
From Dream to Reality,
We make it happen.



SVALANTRA

In the heart of every Indian home, women are architects of strength and unity.

SVALANTRA

"I will continue to operate in all segments and contribute towards the growth of our economy."

Arange Bina
Chairperson,
Svalantra Micro Housing Finance Corporation



Animal husbandry is an important source of income in rural India, and about

49% of Svalantra customers depend





Samvaad, Svatantra's Annual Event



Kornea was the key driver for #SunoDekhoKaho, #RidetoMpower & #Letstalk1on1 campaigns for The Aditya Birla Education trust. Which spiked a Digital Reach of 40Mn+ & a 90% increment in brand recall, sales. event registrations.

15+
Brand
Solutions

15
Full Stack Tech
Solutions

55
Growth
Solutions

80+
Campaigns
Delivered

4 Years
Agency
Retention



/ORM, SEM, SEO, Full Stack Tech, Brand Solutions, Content & Creative Services

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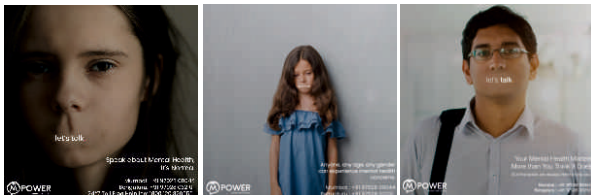


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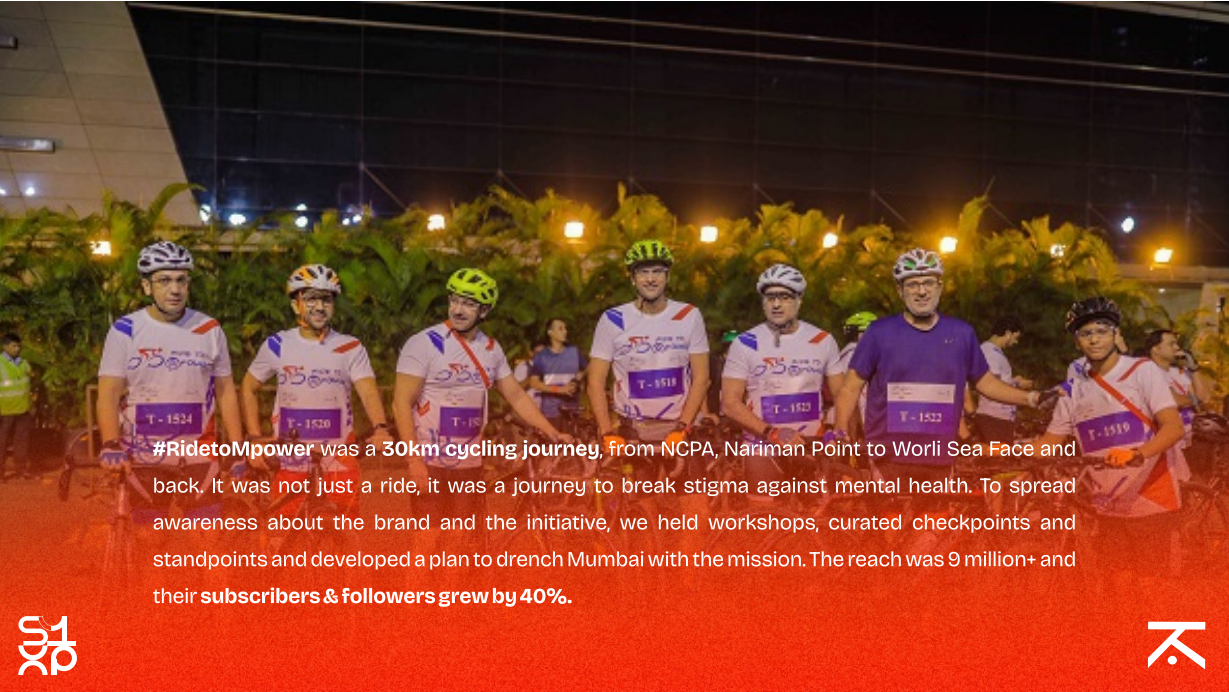
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#SunoDekhoKaho was a campaign under MPowerminds whose aim was to spread awareness on the importance of mental health. We developed an OKR strategy that aligned closely with their aim and the result was a 15 million+ reach 5770 appointments in a span of 40 Days.



#LetsTalk1On1 had the same aim but a bigger task behind it. Catering to the mental toll the pandemic and the lockdown had upon the general citizens, the BMC and MPower 1 on 1, along with the Government of Maharashtra started a toll-free, 24x7 helpline. Akshay Kumar, Hrithik Roshan, Ajay Devgan, BMC and Uddhav Thackeray were some of the prominent names that promoted the campaign. The result was 2 lakh phone calls in 90 days, where 15% of them signed up for Mpower services. The digital reach was an impressive 9 million+.



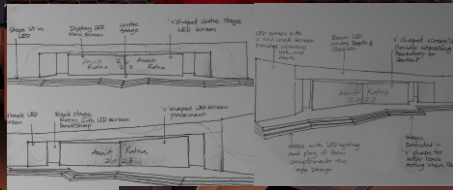
#RidetoMpower was a **30km cycling journey**, from NCPA, Nariman Point to Worli Sea Face and back. It was not just a ride, it was a journey to break stigma against mental health. To spread awareness about the brand and the initiative, we held workshops, curated checkpoints and standpoints and developed a plan to drench Mumbai with the mission. The reach was 9 million+ and their **subscribers & followers grew by 40%**.



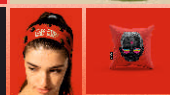
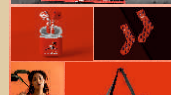
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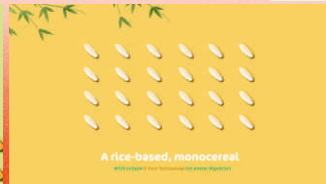
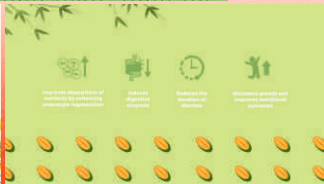
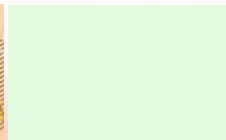
ONE EARTH • ONE FAMILY • ONE FUTURE





Amrit Ratna, Annual Award Ceremony for News18





Case Study

Meaningful

Building for Startups & Fortune 500

Tech/Deep Tech

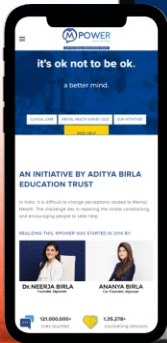
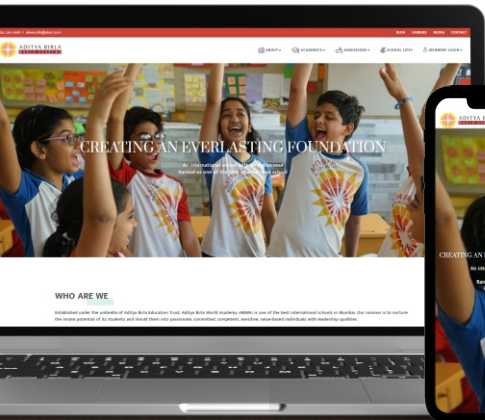
In the field of tech, we do not just look out for possibilities, we transcend them. We don't just follow the pack; we lead with visionary ideas that put our clients' best interests at heart. Kornea worked with AI in 2018, before it was even cool. We proactively suggest cutting-edge tech solutions to every client that comes our way.

Built + Comprehensive Maintenance

Core PHP with bootstrap, focused development in onion architecture with low resource usage

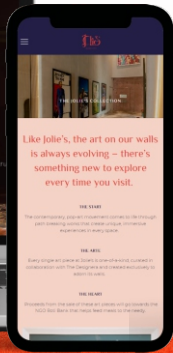
Built + Comprehensive Maintenance

Developed with Codeigniter 4 for high performance with mariadb and bootstrap5



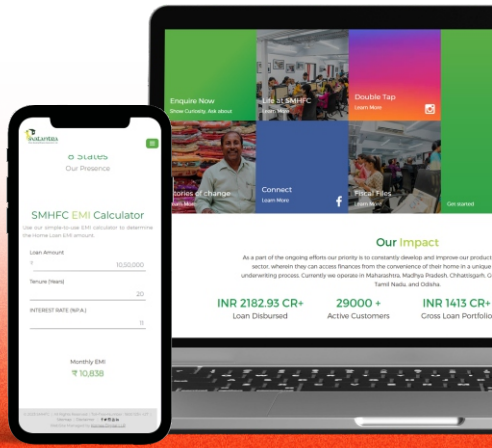
Comprehensive Maintenance

Clean design achieved with tailwind css and vanilla js for
bloat free code management



Built + Comprehensive Maintenance

Native php 7, jquery and vanilla js with
minimal libraries for secured environment

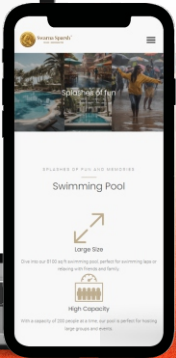
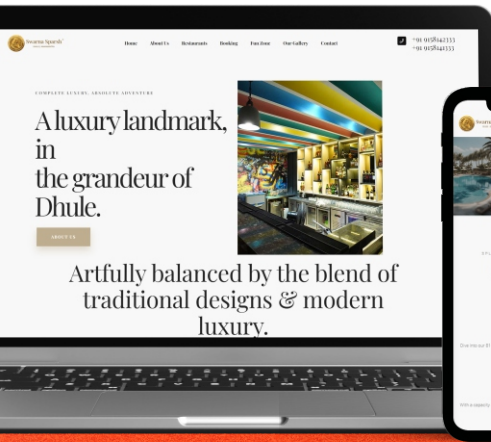


Built + Comprehensive Maintenance

Bootstrap and tailwind with lightweight php backend

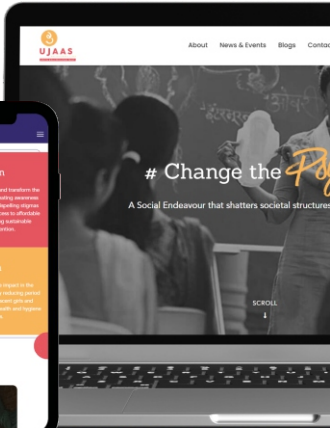
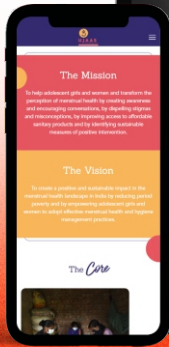
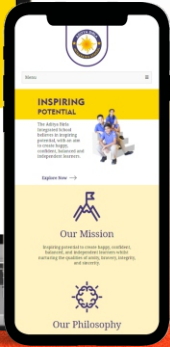
Built + Comprehensive Maintenance

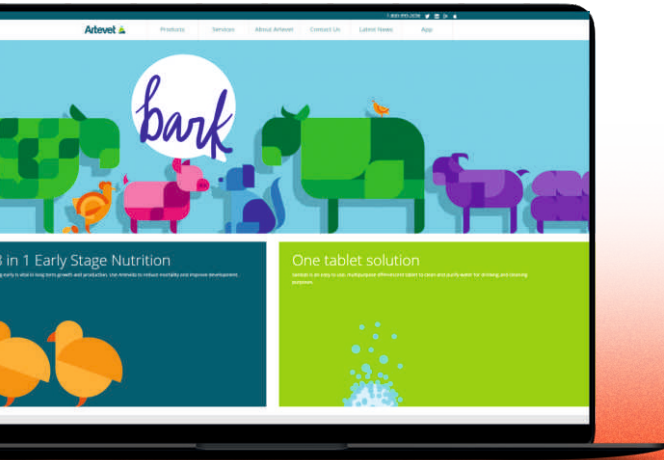
Native php 7, jquery and vanilla js with
minimal libraries for secured environment



Comprehensive Maintenance
Handling Security, Data & Critical Updates

Built + Comprehensive Maintenance
Minimalist html5 css3 for lightweight and bandwidth optimization





62+ SOLUTIONS

Quantum Computing, API First Approach, Accelerated Mobile Pages, Progressive Web Apps, AI-ML, Single Page Apps, Voice to Text, Cybersecurity as solution provided since inception.

Unified app solutions for core banking sector with GLP of 8000+ crs and
Orchestrating safe rollouts every quarter for 4 deep tech mobile
Applications in a span of 6 months.

18,24,133+

Customer

Enrolled on app

800Cr+

Transactions

Digitized

5,000+

New Loan

Sanctioned on app

8,290+

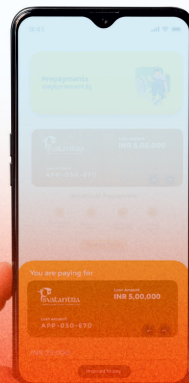
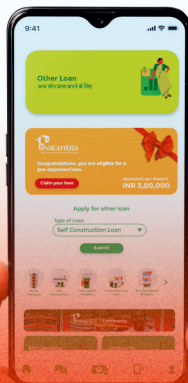
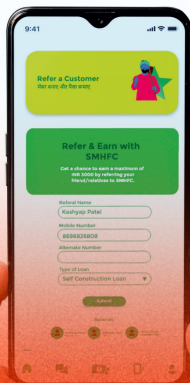
Employee

Upskilled

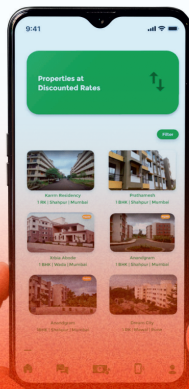
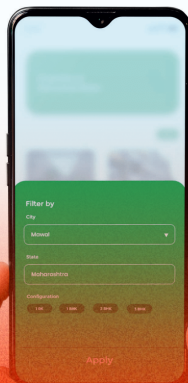
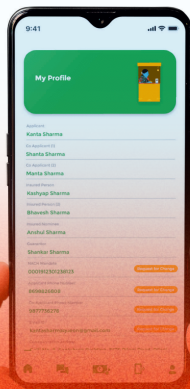
37,000+

Interactions

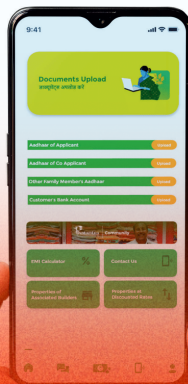
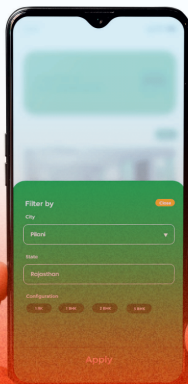
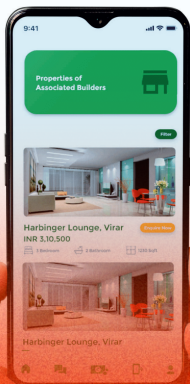
Interactions Digitized



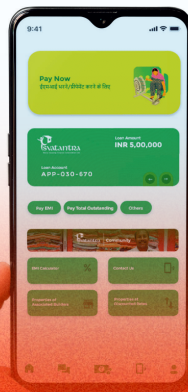
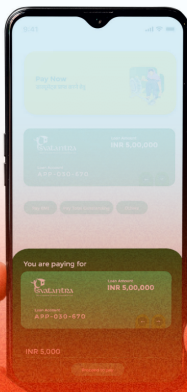
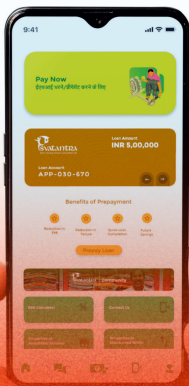
MFI Grading M1(SMERA) rated brand Svatantra Microfin's app development digitizing the entire customer acquisition to loan sanction digitized.



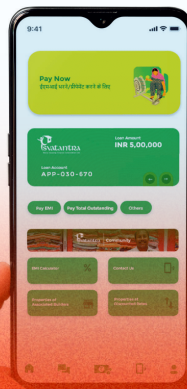
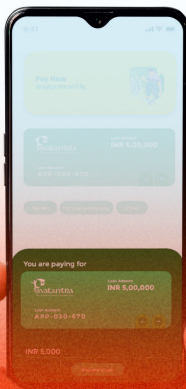
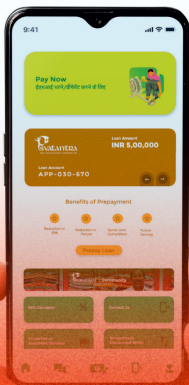
App Conceptualized by Kornea's Strat,
Delivered by Kornea's Tech



Customer retention & stakeholders
engagement increased by 25% from
FY '22 -'23.



9 second customer onboarding with Kornea's unique compression tech stack.



9 second customer onboarding with Kornea's unique compression tech stack.



Ai-ML in 2017



ML based algo in 2018



H5P solutions in 2015

Delivering solutions on Ai, ML in 2016
to customizing h5P to deliver experience
saving a license cost of 45L YoY

ZOONO®

TATA MOTORS

Coca-Cola

Deloitte.

ChS
CHARTERED
SECURITIES
INDIA

महाराष्ट्र शासन
MAHARASHTRA GOVT

ADITYA BIRLA
SOLVENCY
Learn. Advise. Inspire.

bmc

G20
भारत 2023 INDIA

svatantra
भारत की आज़ादी के लिए

svatantra

AIB

ADITYA BIRLA GROUP

UJAAS
UJALA JAL SANGHAN

LOGINEXT

Cummins

CARRIALL

POWER
WIND MATTERS

सुप्रसन्न
सुप्रसन्न

ANANYA
BIRLA

ADITYA BIRLA
SOLVENCY

S1
xp

Partners in Growth.

7

Let's Talk!



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