

# Corporate Profile



# In a Nut Shell

**Founded** In 2002 as **Crystal Corporation** in association with Airtel, to provide the telecom service in Nashik.



In 2009, we came up with new project called **total160**<sup>™</sup>, a FREE messaging service via web in India.

In 2010, we moved one step ahead into the premium sector of Value Added Services (VAS) like, Mobile Messaging Solutions, Voice Solutions, 2 Way SMS communication.

Now, we are equipped with a strong technical team, highly reliable & robust applications in VAS services.



**On 17<sup>th</sup> Jan'14, We moved ahead with new identity as, Cellx Solutions Pvt Ltd.**

# In a Nut Shell

Continues...



## Business:

- **Telecom VAS Services** – Enterprise messaging solutions, IVR, 2 Way SMS, OBD (Voice Call), Online MyVisitorsBook.
- **Customized Solutions**

## Our Pillars:

Committed & recognized Leadership  
Marquee Clients served by employees with positive attitude  
Best overall Cost-to-Value Solutions  
Dedicated teams Committed to Excellence

INDIA

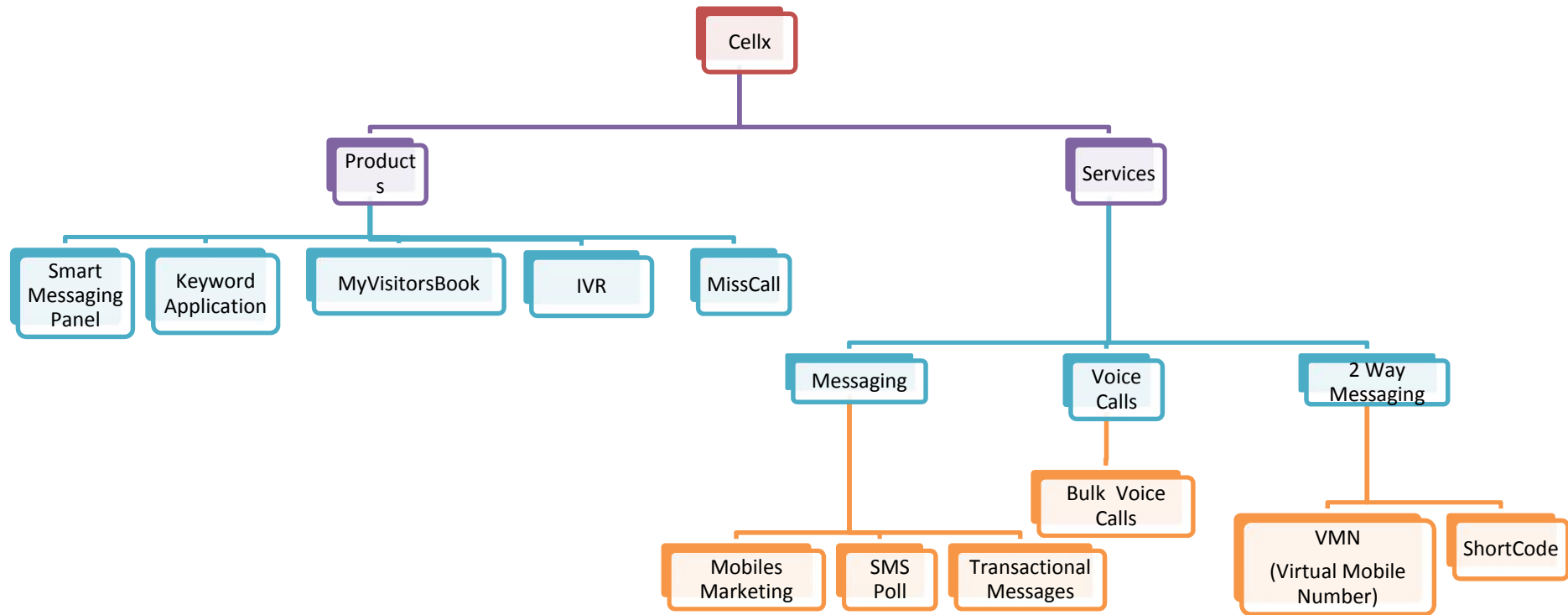
**Headquarter: Nashik, Maharashtra**



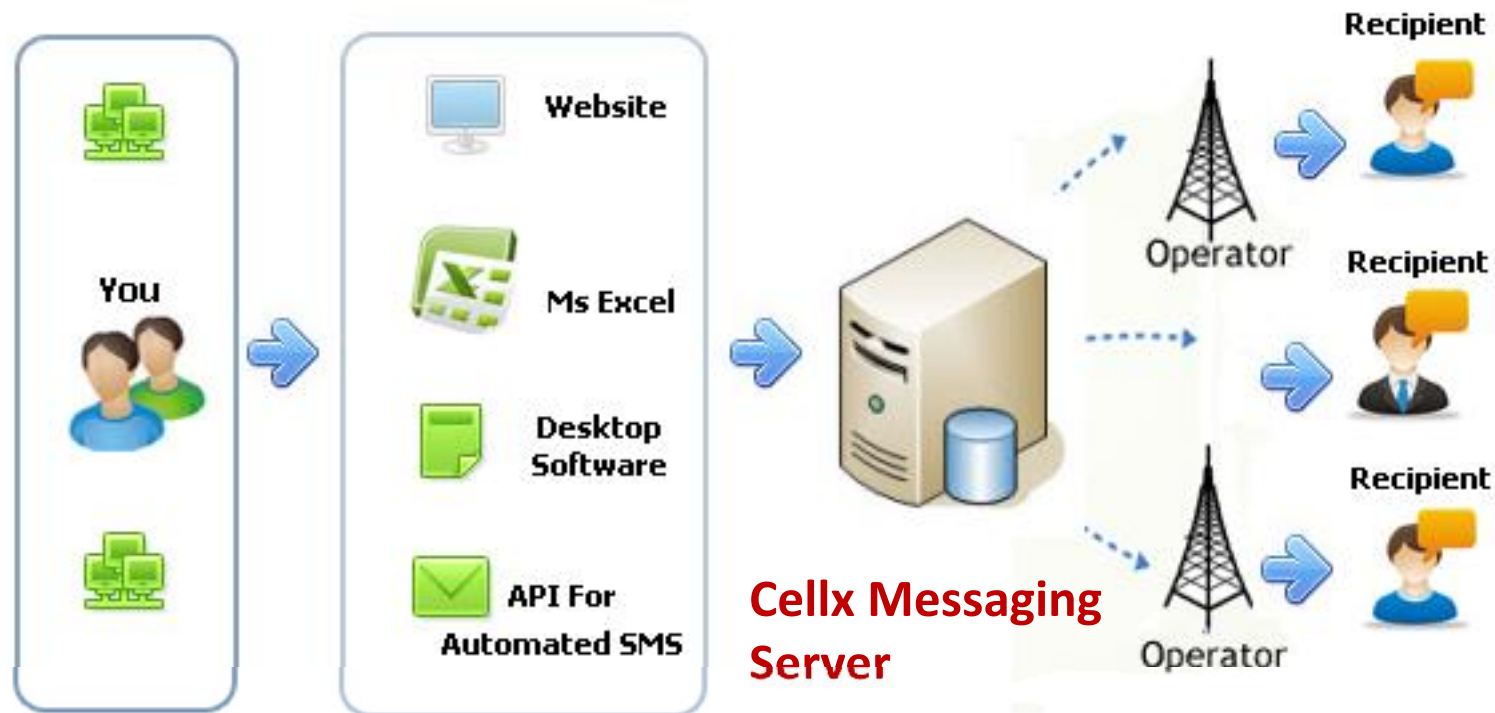
Coming up with few  
More Locations at...

1. Nagpur
2. Solapur
3. Satara
4. Bhopal

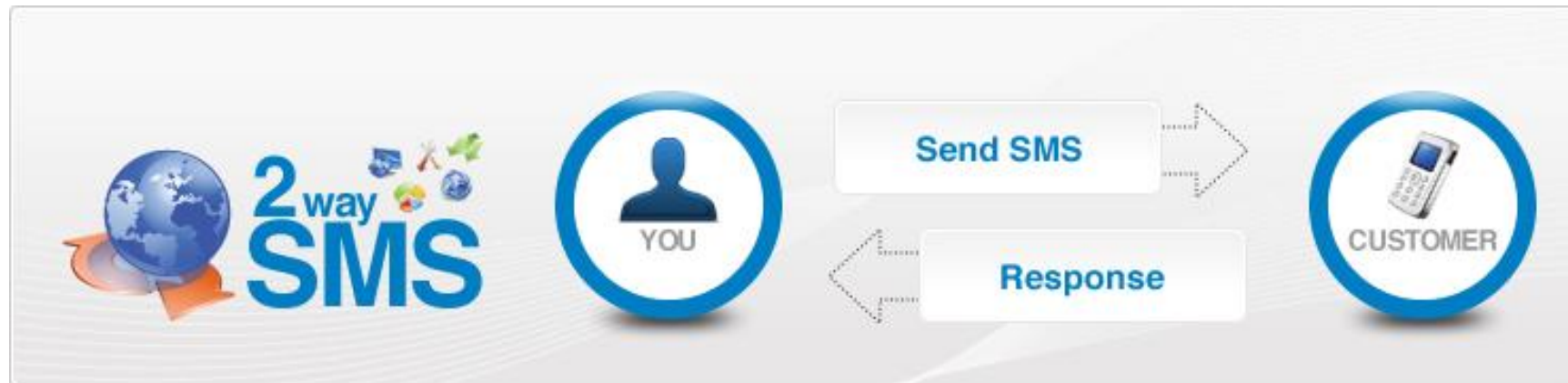
# Offerings



**SMS Panel:** We provide a highly optimised & smart SMS panel, which will help our customers to send bulk, group & customized messages without any hesitation. Some of the features are, Bulk upload, quick delivery reports, graphical reports, easy to use interface.



**Keyword Application:** Our in-house developed application “mykeyword.in”, helps you to manage your long code (VMN) as well as short code. Auto reply text can be customized to reply to customers and send the report to registered mobile number or email address or simply forwarding reports to your own / third party application.



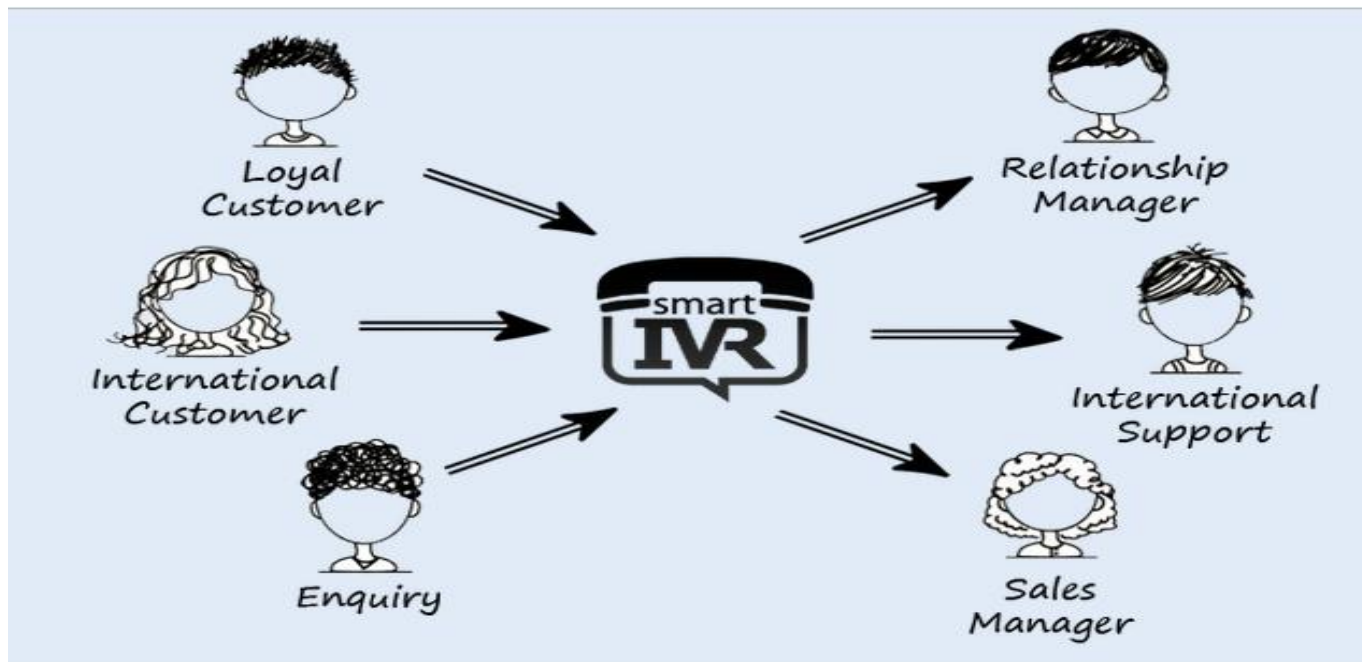
**MyVisitorsBook:** myvisitorsbook.in, a very UNIQUE web-application created to Increase your potential in product sales, customer relationship, promoting new products to existing customers etc... We have identified & created the best features like secured customer database, new lead generation from existing database, sales growth, one click communication to all customers, Address labelling on a click, Identify the target market, enhance customer relationship by automated messages of birthday, anniversary & festival wishes, custom reminders for the later delivery, Import & export customer data, In-build bulk messaging system, customer wise comments, customized columns as per the requirement, quick & dedicated support.





**IVR:** It's Simple yet powerful call management application, equipped with features like track & record every business call, automated voice response, call forwarding, call transfer, call recording.

IVR will help in boosting customer engagement, real time business intelligence, sales growth and project a professional image.



# Products



**MissCall:** It's Simple yet powerful misscall management application, equipped with features like track sales lead, automated voice/text response, data forwarding and on demand reports of the current and historical data.

A Web based misscall application will allows you to track / download the data from anyplace and time.

To become a national leader in  
Customised VAS services, solutions  
and technology

# Our Values



STRIVING FOR EXCELLENCE



DEMONSTRATING  
INTEGRITY



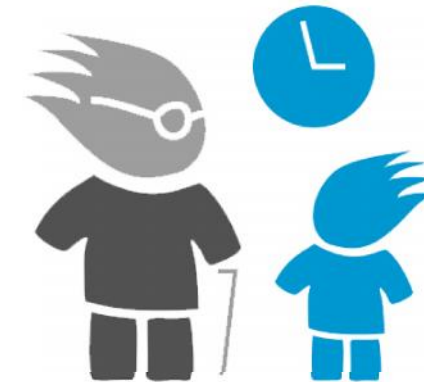
ACTIVATING  
LEADERSHIP



LIVING DIVERSITY



ENJOYING  
PARTICIPATION



ACTING SUSTAINABLY

# References

