

SSQI Technologies

Website design & development



PROBLEMS WE NOTICED IN THE MARKET

The SSQI Technologies market faces a set of persistent industry-wide and region-specific problems that act as barriers to rapid adoption and scaling.

- Many businesses lack standardized quality and process controls.
- **Organizations struggle with weak or outdated digital presence.**
- **Technical SEO issues.**
- Duplicate and low-quality content across pages and sites.
- Investor Hesitation for conventional infrastructure.
- Global supply chains are often opaque, with limited traceability, documentation gaps and weak risk controls,.
- Lacking structured guidance on standards, documentation, and process upgrades.



LET'S SEE THE PROPER SOLUTION

Financial Incentives & technology Financing

Accessing tax credits, subsidies, green loans, ESG-linked capital, and export incentives that reduce project costs and de-risk investment in sustainable and digital technologies for faster, scalable deployment.

Education & Public Awareness

Education & Public Awareness: Driving sustainability literacy and behavior change through targeted training, practical learning tasks, and multi-channel campaigns that equip people to understand environmental impacts and act on them in daily life

Regulatory Streamlining & Policy Advocacy

Simplifying complex sustainability and ESG rules into clear, digital-first compliance pathways while engaging regulators and industry bodies to shape practical, pro-business green policies across value chains.

Market

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A GROWING MARKET FOR SSQI Technologies

Rapid Global Market Growth

Positioned at the intersection of booming global web-development services, fast-rising ESG/sustainability consulting, and rapidly digitizing MSMEs, SSQI Technologies benefits from strong double-digit demand tailwinds across its core markets.

India's Demand Accelerating

India's fast-digitising MSME base and rising ESG and sustainability commitments are sharply increasing demand for integrated digital, compliance, and green solutions, creating a rapidly expanding addressable market for providers like SSQI Technologies.

High Technologies Availability in Key States

With 5G services now rolled out in all Indian states and union territories and nearly all districts, SSQI Technologies can deliver cloud-based, AI-enabled, and web solutions reliably across major and emerging markets from its Maharashtra base.

Strong Policy Subsidy Support

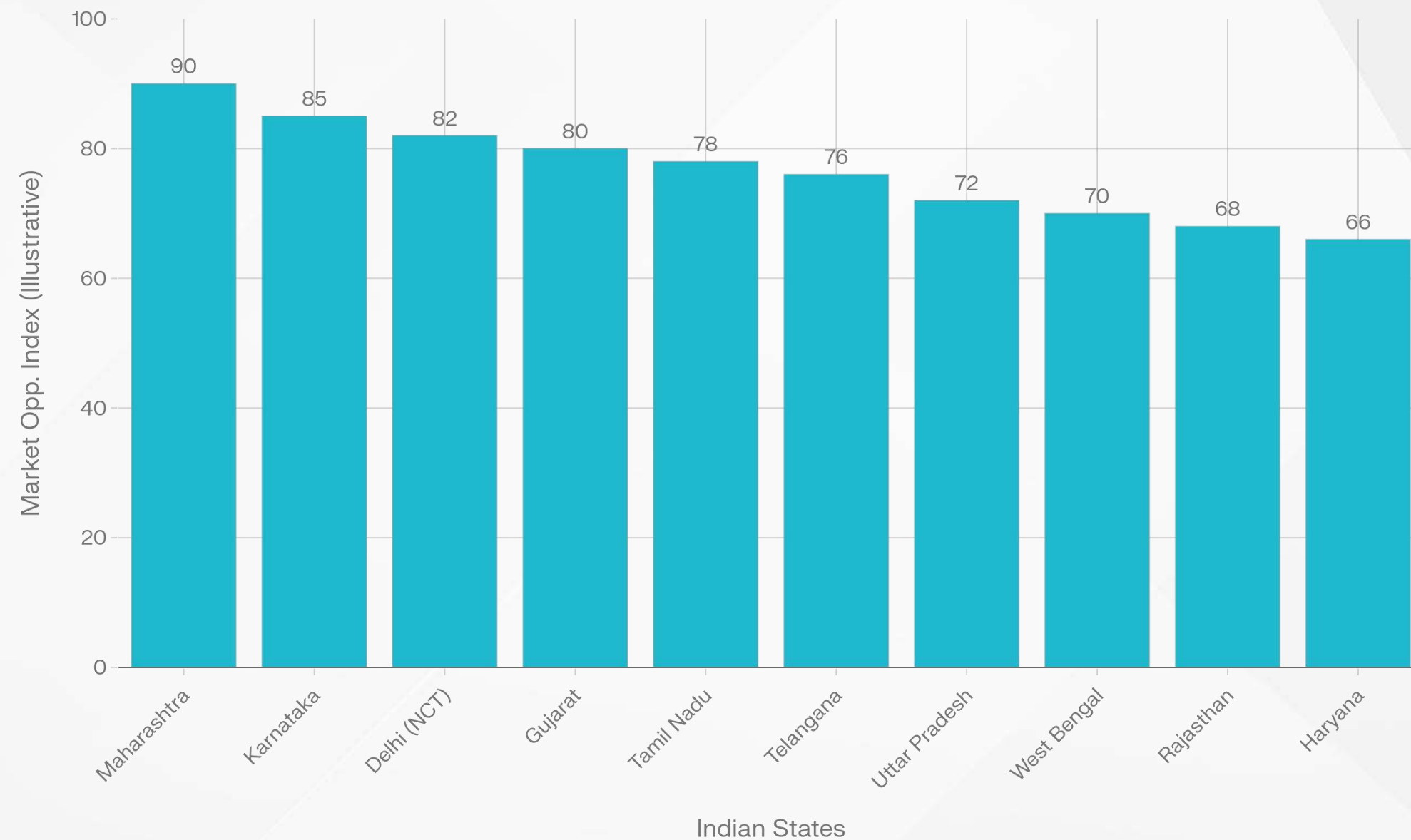
SSQI Technologies can leverage India's growing bouquet of digital-MSME schemes and green-tech/ESG incentives that offer subsidised loans, reimbursements, and interest subvention for digitisation and sustainable technology adoption, sharply reducing clients' transition costs and risks.

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A GROWING MARKET FOR SSQI Technologies

Digital & ESG-Ready States Powering SSQI Tech Growth

Synthetic example based on digital infra & MSME activity



WHO WE SERVE

Serves wide range of stakeholders in the built environment sector



Industrial Users

SSQI Technologies and the broader SSQI group serve industrial users across heavy and process industries such as oil & gas, mining, refineries, power, manufacturing, railways, ports, defence, and large infrastructure projects that require robust quality, compliance, and sustainability solutions.



Commercial

It offers WordPress and PHP websites, e-commerce, SEO, and content-driven solutions at competitive Indian pricing, targeting SMEs and standards-driven businesses that need professional, reliable, and affordable online presence.



Rural & Semi-Urban Household

SSQI Technologies serves commercial clients such as corporate offices, business parks, IT parks, retail and hospitality assets, and service-sector companies.

KNOW OUR BUSINESS MODEL

Volume- Based Sales

SSQI Technologies and the wider SSQI group can adopt a volume-based model in which per-unit pricing for certifications, audits, digital services, or SaaS usage.

Training & Capacity Building

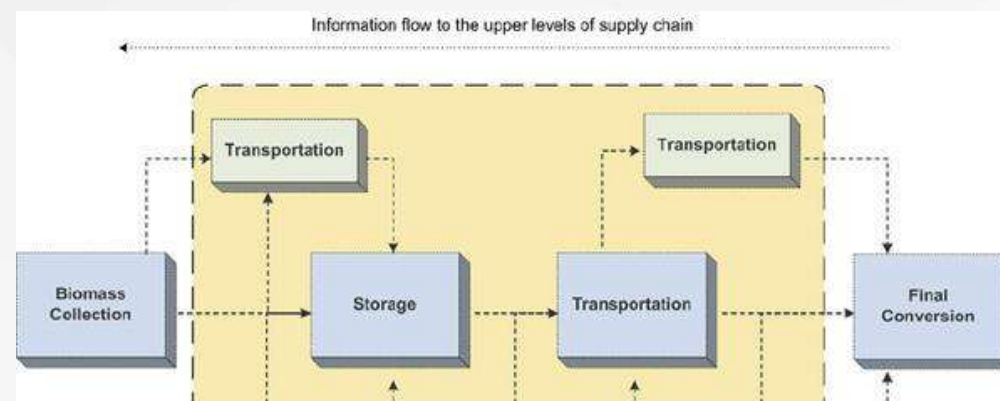
This approach emphasizes just-in-time delivery and supply chain transparency to minimize environmental impact.

B2B & Subscription Flexibility

This flexibility supports customer satisfaction, retention and the scalability of green building adoption across sectors.

SSQI's business model combines project-based consulting and training revenues with scalable, volume-based and subscription-style digital services, all centred on delivering "total quality solutions" in quality, compliance, and web/technology for industrial and commercial clients.

EARLY TRACTION & READINESS



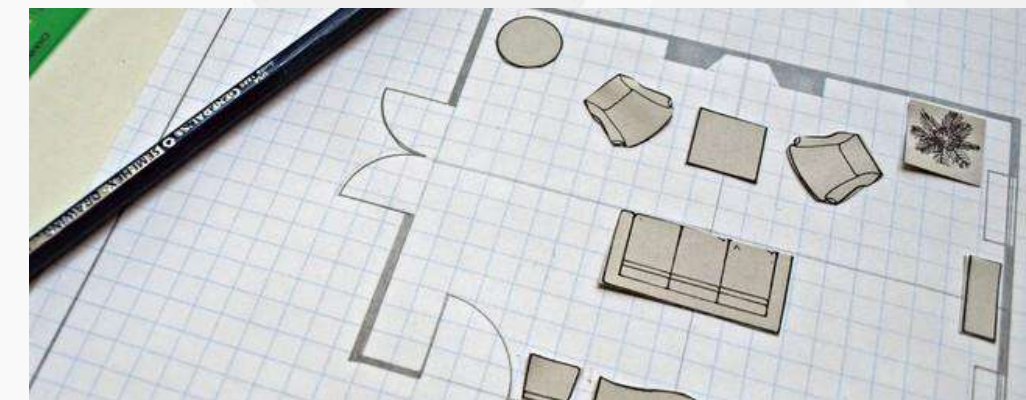
Established SSQI Technologies Supply Network

It operate through a nationwide network of experienced consultants and trainers located in major Indian cities, enabling localised, cost-effective delivery of quality, ESG, and supply-chain services backed by deep project and client relationships materials.



Customer Interest Received

SSQI Technologies have built strong customer interest across India and overseas.



Setup Plan Finalized

SSQI Technologies has defined and agreed its implementation setup across services, infrastructure, and execution steps, providing a clear, approved roadmap to roll out solutions efficiently for clients.

COMPETITIVE LANDSCAPE

National web development

National web-development leaders and agency networks listed on platforms like DesignRush, Clutch, GoodFirms, and similar rankings, which offer end-to-end responsive sites, web apps, and maintenance to Indian and global clients.

WeblinkIndia.Net

National agency with strong presence in Mumbai, offering affordable, SEO-friendly, responsive websites for small and mid-sized businesses, with customizable packages and 24×7 support.

SySpree

Full-service digital agency in Mumbai delivering creative, SEO-optimized websites for startups and SMEs, emphasizing on-time delivery and scalable solutions, close to SSQI's "digital + performance" positioning.

Mumbai Pixels

Web design and digital-marketing firm that builds fluid, aesthetic, responsive sites coupled with digital strategies, aligning with SSQI's focus on both build and visibility for business clients.

COMPETITIVE LANDSCAPE

Estimated global market share of major SSQI(2024).

Global Green Building Council (GGBC/WorldGBC): 8%

WordPress.org command : 68%

Wix :13%

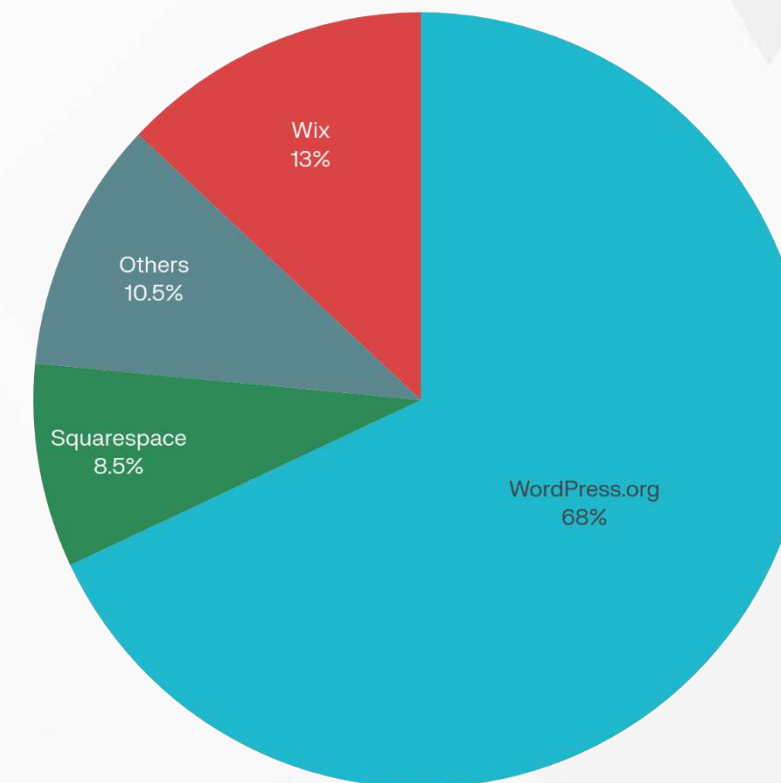
Squarespace : 25%

SBC/Other: 10.50%

The pie chart below visualizes the 2024 global website builders market share, a key segment of web design and development.

Global Website Builders Market Share (2024)

WordPress.org leads with over two-thirds of users



WHY WE'RE DIFFERENT

Our Certified Supplier Low-Cost, Local Sourcing

It offers low-cost, locally sourced solutions tailored to nearby markets. It Leverages regional partners to reduce logistics, travel, and implementation costs while maintaining required quality standards.

R&D, Innovation

R&D and innovation at SSQI focus on future sustainable technologies (2030-2060), quality systems, and new solutions that support clients' long-term competitiveness.

Dedicated initiatives like "R&D of Future Technology" explore sustainability, consumer trends, and tech-led transformation to keep offerings ahead of regulatory and market change.

Agile, Lean Operations

Agile, Lean operations at SSQI focus on using Lean Six Sigma, 5S, Kaizen, and continuous improvement tools to cut waste, reduce variation, and increase speed, quality, and flexibility. These methods help clients streamline plants, services, and back-office processes so they can respond faster to customer needs while lowering operating costs.

Environmental & Social Impact

We reduce stubble burning, lower emissions, and create rural jobs— aligning with sustainability and ESG goals of buyers.

GO-TO-MARKET STRATEGY

Target Segmentation

It focuses on corporates and industries needing ISO, management systems, and quality solutions across sectors such as manufacturing, oil & gas, mining, energy, infrastructure, government, education, and services.

Awareness & Education

Awareness & education are driven through structured ISO and Six Sigma awareness programs, internal auditor courses, and certified trainings that build practical skills and understanding of standards.

Value Proposition

Value proposition is to deliver “Total Quality Solution under one window” by combining ISO standards, management systems, training, inspection, and digital services that improve image, efficiency, compliance, and profitability.

FUNDING REQUIREMENT & ALLOCATION

For SSQI Technologies' website design & development vertical, a practical external funding ask would be INR 80 lakh - 1.2 crore to support 18-24 months of growth (team, tools, marketing, and working capital) at Mumbai cost levels. Indicative allocation: 35-40% team salaries (designers, developers, PM), 20-25% marketing & sales, 15-20% technology/tools & infrastructure, 10-15% content/SEO & partnerships, and 10-15% contingency and admin/overheads initiatives.



ABOUT THE FOUNDER

SSQI Technologies is section 8 private limited company registered under ROC Government of India is currently led by **[Er.Mukesh Kumar V Singh](https://in.linkedin.com/in/mukesh-singh-a74512194)**(**Linkedin profile : <https://in.linkedin.com/in/mukesh-singh-a74512194>**) of **IIT Bombay incubation center product & Sima Singh working as Director (HR & Admin)** with 150+ Lead assessors & back office team in Mumbai, Delhi & Pan India who brings a deep understanding of SSQI Technologies operations & supply chain market in India & Abroad. SSQI Technologies is the digital and technology arm of the SSQI group, focused on website design, development, SEO, and digital services that support quality- and standards-driven organizations. It helps businesses improve brand visibility and compliance readiness by building WordPress sites, portals, and content solutions that align with ISO, sustainability, and management system requirements

VISION & IMPACT

Our vision of SSQI Technologies is to use science, technology, and design to create innovative, sustainable digital solutions that help organizations compete responsibly in a changing world. The impact goal is to uplift SMEs and standards-driven enterprises by improving their online presence, quality, and sustainability practices, so they achieve better image, efficiency and long-term business excellence resilience.



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THANK YOU

Thank you for your time and trust in exploring SSQI Technologies and our growth journey. Looking forward to building impactful, quality-driven digital solutions together.

