

# **Business Plan**

Six Sigma Technologies

**Web Design & Development**

February 2025

## Executive Summary

SSQI Technologies is the digital and technology solutions arm of the SSQI group, providing integrated services in website design, web development, e-commerce, mobile apps, SEO, SMO, and digital marketing for corporates, MSMEs, and institutions in India and overseas, with a strong niche in quality, ISO, and sustainability-oriented clients. Building on the "Total Quality Solution under one window" legacy of Six Sigma Quality International, the company translates deep domain expertise in management systems and standards into high-performance digital platforms, including corporate sites, compliance and certification portals, and lead-generating marketing assets that help clients showcase credentials and grow faster. Revenue is generated through project-based development, ongoing maintenance contracts, and digital marketing retainers, with a roadmap to introduce modular, subscription-based offerings for SEO and analytics that create predictable recurring income and higher client lifetime value.

Led from Vasai, Maharashtra, by a seasoned team aligned with founder Er. Mukesh Singh's quality and sustainability vision, SSQI Technologies is seeking focused growth capital to scale its development and marketing capabilities, strengthen global delivery (India, Middle East, and select international markets), and build branded digital products that position it as a preferred technology partner for organizations pursuing digital transformation alongside ISO and green/sustainable initiatives.

# Vision, Mission & Core Values

## **Vision**

To be a trusted digital partner delivering advanced, integrated, and cost-effective software and web solutions that help clients achieve the highest level of business performance and quality.

## **Mission**

To empower businesses with innovative, high-quality digital solutions that enhance their online presence, optimize performance, and drive sustainable growth through expert website development, SEO, and technology services.

## **Core Values**

### **Integrity:**

Integrity at SSQI Technologies means conducting every project with honesty, transparency, and responsibility, keeping commitments to clients and stakeholders without compromising on ethics, quality, or compliance.

### **Innovation:**

Innovation at SSQI Technologies means continuously adopting modern tools, creative design, and new digital methods to build smarter, faster, and more impactful web and software solutions for clients. It focuses on turning real business and quality challenges into user-friendly, technology-driven products that improve performance, visibility, and long-term competitiveness.

### **Collaboration:**

Collaboration at SSQI Technologies means working as true partners with clients and internal teams, co-creating digital solutions through open communication, shared responsibility, and long-term, trust-based relationships.

### **Inclusivity:**

Inclusivity at SSQI Technologies means creating digital solutions and work practices that respect diverse needs, budgets, and backgrounds so every client and team member can participate, contribute, and benefit fully.

### **Environmental Responsibility:**

Environmental responsibility at SSQI Technologies means designing and delivering digital solutions that support sustainable practices, promote green innovation, and help clients reduce their environmental footprint in line with SSQI's broader sustainability and ESG focus.

### **Health & Well-being:**

Health and well-being at SSQI Technologies means promoting safe, ergonomic, and balanced digital work practices while supporting clients with solutions and standards that enhance the health, safety, and overall quality of life of the people they serve.

### **Leadership:**

Leadership at SSQI Technologies means guiding teams and clients with clarity, expertise, and accountability, using quality-driven, ethical decisions to achieve long-term success and shared goals.

# Company Overview & History

SSQI Technologies is the digital solutions arm of the Six Sigma Quality International (SSQI) group, extending its "Total Quality Solution under one window" philosophy into website design, web applications, SEO, e-commerce, and related tech services for businesses. It operates from the broader SSQI ecosystem, which has long provided ISO and management consultancy to corporates and industries in India and overseas. SSQI itself was established as an independent consultancy and training organization focused on quality, environment, safety, and social accountability, and SSQI Technologies now translates this expertise into modern digital platforms that showcase certifications, compliance, and brand value online. Built under the entrepreneurship journey of founder Er. Mukesh Singh, who launched Six Sigma Quality International and related ventures around 1999–2000, SSQI Technologies continues this legacy by offering technology-driven solutions aligned with global quality and sustainability standards.

## **Key Offerings:**

Website and web application design, development, customization, hosting, domain registration, and management for businesses across sectors.

E-commerce portals, web applications, and integrated software solutions tailored to help clients scale operations and improve user experience.

SEO services such as on-page and off-page optimization, baseline ranking checks, keyword–URL mapping, and performance reporting for multiple websites.

Digital marketing and related tech support services, including trend-driven online solutions that align with SSQI's quality and management consulting ecosystem.

# Shareholders & Promoter Profiles

SSQI Technologies is promoted through SSQI India Private Limited, whose board and key managerial control sit with Er. Mukesh Kumar Singh, supported by co-directors such as Savita Mukesh Singh Devi and Ratnesh Kumar as per MCA records. Er. Mukesh Singh, a quality, sustainability, and entrepreneurship expert who founded Six Sigma Quality International around 1999–2000 and has audited 1,000+ organizations globally, is the primary visionary promoter driving the SSQI Technologies digital initiatives:

## **Founding Promoters:**

Founding promoters of SSQI Technologies (through SSQI India Private Limited) are Er. Mukesh Kumar Singh, along with co-promoters Savita Mukesh Singh Devi and Ratnesh Kumar as listed in MCA-linked corporate records.

## **Strategic Investors:**

Strategic investors for SSQI Technologies are envisioned as aligned partners from quality, sustainability, technology, and impact-focused funds who can provide growth capital, market access, and mentorship, although no specific external strategic investors are publicly disclosed yet.

## **Global and Regional Partners:**

Global and regional partners for SSQI Technologies are built through the wider SSQI network of consulting branches and supplier–buyer programs across India, the Middle East, Africa, and Asia, positioning the company to support clients in multiple international markets.

## **Employee & Leadership Pool:**

The employee and leadership pool at SSQI Technologies consists of a specialized, experienced team backed by the wider SSQI group's highly qualified consultants and auditors, led by founder Er. Mukesh Singh and professionals skilled in quality, ISO, and digital solutions.

# Strategic Objectives & Business Model

SSQI Technologies focuses on using affordable, high-quality digital solutions to help clients improve performance, compliance, and market reach, while building a scalable, recurring-revenue tech business closely aligned with the wider SSQI quality and sustainability ecosystem. Its business model combines project-based web and software development with long-term service and analytics relationships, creating a mix of one-time and ongoing income streams:

## **Founding Promoters:**

Founding promoters of SSQI Technologies (via SSQI India Private Limited) are Er. Mukesh Kumar Singh as the principal promoter, together with co-promoters/directors Savita Mukesh Singh Devi and Ratnesh Kumar as recorded in MCA-linked company databases.

## **Strategic Investors:**

Strategic investors for SSQI Technologies are currently positioned as target partners rather than disclosed existing shareholders, with the company inviting aligned investors interested in quality, sustainability, and tech-driven growth rather than naming any specific strategic investor publicly.

## **Global and Regional Partners:**

Global and regional partners for SSQI Technologies are developed through SSQI's wider supplier and consulting networks across India, the Middle East, Africa, and other regions, enabling it to support clients in multiple international markets via local retail, industry, and institutional linkages.

## **Employee & Leadership Pool:**

This comprises a specialized web and software team backed by SSQI's wider network of highly qualified consultants and auditors, led by founder Er. Mukesh Singh and professionals experienced in quality, ISO standards, and digital solutions.

## **Strategic Objectives:**

**Global Leadership in Green Certification:**

This is to act as an award-winning, globally recognized digital partner that supports SSQI's worldwide quality and sustainability consultancy by delivering region-specific, high-performance web and software solutions for international clients.

## **Scalable Impact Through Technology:**

It means building adaptable, high-performance digital solutions—like scalable websites, SEO, and analytics—that can grow with clients' businesses and amplify their quality and sustainability outcomes across markets.

## **Inclusive Market Expansion:**

It means using scalable, geo-targeted, and affordable digital solutions so MSMEs and larger enterprises across diverse regions can strengthen their online presence and access new markets without technical or cost barriers.

## **Growth of Sustainable Supply Chains:**

It means using digital platforms, analytics, and ESG-aligned tools to help exporters and suppliers build transparent, low-carbon & compliant global supply chain networks across multiple regions

## **Knowledge & Best Practice Leadership:**

It means embedding SSQI's deep ISO, Six Sigma, and management-systems expertise into digital solutions, so clients benefit from industry-proven methods, structured training, and continuous improvement tools in every project.

## **ESG & Climate Impact Enablement:**

It means providing digital, ISO-aligned, and smart-city-ready solutions that help clients measure, manage, and communicate their environmental performance and ESG strategies more transparently and effectively.

# Strategic Objectives & Business Model

## Business Model

### SSQI Technology Services:

It provides advanced, integrated website and web-app development, customization, hosting, SEO, and digital marketing solutions that help businesses strengthen their online presence and achieve higher performance.

### Membership & Subscriptions:

This revolves around SEO and digital service packages (for example, keyword-based monthly SEO plans) and online access to client portals or training resources via login, enabling ongoing, subscription-style engagement.

### Consulting & Advisory:

These are closely linked to the wider SSQI group, offering ISO and management-systems consultancy, process and quality improvement advice, and digital transformation guidance to help organizations implement best-practice systems and supporting web/IT solutions.

### Technology Platform:

It is a web- and app-development stack that delivers custom, scalable, and geo-targeted websites, e-commerce, and UI-based applications, supported by SEO, analytics, and technical tooling for modern online performance.

### Volume-Based Procurement:

It refers to helping suppliers and exporters leverage large, aggregated order volumes—through SSQI's retail and international buyer networks—to achieve better pricing, stable demand, and long-term digital+quality partnerships in global supply chains.

### Training & Capacity Building:

It draws on SSQI's specialized ISO, Six Sigma, and auditor training programs to upskill clients' teams in quality, compliance, and digital practices, ensuring they can effectively run and sustain improved systems.

### Data Analytics & Reporting:

They use tools like Google Analytics, baseline ranking checks, keyword–URL mapping, and monthly SEO reports to track traffic, conversions, and search performance, turning data into actionable insights for clients.

## Summary

This is a Mumbai-based digital solutions arm of the SSQI group that designs and develops tailored, high-performance websites, web apps, and SEO-driven online platforms to enhance clients' brand visibility and business performance.

# Global SSQI Overview

Global SSQI is a multi-country quality and management-systems group, led by Six Sigma Quality International, that provides ISO consultancy, training, and digital solutions to thousands of professionals and organizations through branches and partners in India, the UK, Singapore, the US, and other regions.

## Core Industry Drivers

### Climate Policy & Regulation:

They are tightening emissions targets, expansion of carbon markets, mandatory climate/ESG disclosure, and growing investor and stakeholder pressure for low-carbon, resilient business models.

### ESG Investment & Brand Value:

By attracting investors and conscious consumers, improving reputation and trust & signalling lower risk and long-term resilience, which together support higher firm valuation.

### Technological Innovation:

It is the continuous process of creating, improving, and applying new technologies, tools, or digital solutions that significantly enhance efficiency, performance, or capabilities and create competitive advantage.

### Supply Chain Globalization:

It is the evolution of supply chains into interconnected international networks that source, produce, and deliver goods across multiple countries to optimize cost, access skills, and serve global markets..

## Key Players & Competition

It include numerous Indian and global web-development and SEO agencies, as well as ISO-focused digital providers, offering full-stack websites, SEO, and digital marketing services to similar MSME and corporate clients.

## Sectoral Reach & Influence

It spans manufacturing, healthcare, construction, IT, telecom, finance, and other SSQI client industries, where its web and digital platforms support quality, compliance, and performance visibility.

# Indian SSQI Technology Industry

## Indian SSQI Technology Industry

It is a rapidly growing digital-services ecosystem where SSQI India Pvt Ltd leverages its "Total Quality Solution" legacy to serve MSMEs and larger enterprises with web, SEO, and tech services in a market projected to see explosive SEO and digital-marketing growth by 2025.

### Market Size & Growth

SSQI Technologies operates in the fast-growing global web-development market, which is projected at roughly USD 80–82 billion around 2025 and expected to grow at about 8–10% CAGR toward 2030.

It also taps into the expanding global SEO and SEO-services space, where the market is around USD 70–90 billion in 2025 and forecast to roughly double by 2029–2030 at double-digit CAGRs.

### Key Drivers

#### Government Policy & Incentives:

It include Digital MSME schemes, technology-upgradation subsidies, Startup India funding/credit guarantees & other MSME support programs that reduce the cost and risk of digital adoption for small businesses.

#### Corporate Sustainability & ESG Compliance:

It uses digital platforms and data to help clients align with environmental, social, and governance standards, improve transparency, and support SSQI's broader ESG strategies and sustainable-transformation services.

#### Material & Tech Innovation:

They support recycled and eco-friendly materials, smart-city and IoT-driven solutions, and green-label digital tools that reduce resource use while enabling sustainable, tech-enabled growth for clients.

#### Training & Awareness:

It focuses on professional courses, ISO and management-systems awareness programs, and digital/e-learning formats that build practical skills and promote a culture of continual quality and sustainability improvement.

# Market Trends – GGBC

## 1. Rapid Market Expansion

It is driven by scalable digital services, geo-targeted marketing, and development solutions designed to quickly increase clients' visibility, leads, and contract win-rates across regions..

## 2. Mainstreaming of Certification

Third-party green certification, such as those offered by GGBC and allied bodies (LEED, BREEAM, IGBC, GRIHA, etc.), is becoming a standard requirement in real estate, infrastructure, healthcare, and industrial sectors. ESG (Environmental, Social, Governance) pressures and regulatory mandates are making certification a "license to operate" in many markets.

## 3. Digitalization & Tech Adoption

These using web development, analytics, and modern digital tools to help organizations modernize processes, boost online visibility, and support sustainable, smart-city-ready growth.

## 4. Supply Chain Integration & Green Logistics

SSQI focus on building ESG-aligned, low-carbon, ethically sourced supply chains through due-diligence, sustainability strategies, and process optimization across sourcing, transport, and distribution.

## 5. Localization & Accessibility

SSQI Technologies uses geo-targeted, multilingual, and SEO-optimized web solutions so that local users in different regions can easily find, understand, and use clients' digital services.

## 6. Policy Support & Incentives

It includes leveraging Digital MSME & related schemes that subsidize technology upgradation, digital tools, and automation, making it easier & cheaper for MSMEs to adopt SSQI's digital solutions.

## 7. Focus on Health, Wellness & Net-Zero

It combines green building and ESG strategies with climate-credible, net-zero-oriented frameworks to enhance occupant well-being while driving deep emissions reductions for clients.

## 8. Circular Economy & Material Innovation

It focuses on recycled and non-toxic materials, waste-recycling solutions, and green innovations that keep resources in closed loops and cut environmental impact for clients.

## 9. Data-Driven Impact Reporting

SSQI Technologies uses analytics, SEO and conversion tracking, and sustainability/ESG reporting frameworks to quantify how digital solutions improve performance, compliance, and measurable outcomes for clients.

# Competitor Analysis

SSQI Technologies starts with a baseline ranking check to understand where a client currently stands for priority keywords against rival websites. This includes mapping which competitors dominate page-one results, what search terms they rank for, and how visible the client is across those same queries. Such benchmarking creates a factual starting point so that every SEO or content decision is grounded in measurable gaps rather than guesswork.

A second key element is identifying SEO competitors, which are often different from traditional business rivals. By examining who appears for target keywords in search results, SSQI can uncover non-obvious competitors such as directories, niche blogs, or aggregators that capture traffic. This wider lens helps clients see the full digital battlefield, including players they may not face offline but who still divert their potential customers online.

Once competitors are identified, SSQI-style competitor analysis focuses on keyword overlap and gaps. Tools like SEMrush or Ahrefs reveal which keywords are shared, which high-value terms only competitors rank for, and how strongly each domain performs for those phrases. From this, a prioritized keyword roadmap can be built, targeting missing opportunities and strengthening underperforming but strategically important queries.

At the same time, effective analysis evaluates off-page and technical factors that explain why competitors rank higher. This includes comparing backlink quantity and quality, domain authority, page speed, mobile responsiveness, and use of SERP features like featured snippets and local packs. Understanding these elements enables more focused link-building, site optimization, and content-experience improvements, instead of generic SEO tweaks that may not move rankings.

Finally, competitor analysis is treated as an ongoing process rather than a one-time audit. Regular tracking of changes in competitor rankings, new content, backlink acquisitions, and traffic trends helps SSQI-style teams adjust strategy before clients lose ground. Combined with periodic baseline ranking checks, this creates a feedback loop where every campaign, content update, or technical enhancement is measured against competitors to prove real gains in visibility and lead generation.

# Factory Layout & Infrastructure

They are built around smart, ISO-aligned facility management that optimizes workspace safety, energy efficiency, and digital connectivity to support IT and consulting operations across multiple sites.

## 1. Site Planning & Zoning

Site planning and zoning at SSQI Technologies align with smart-city and ISO 42001 facility principles, ensuring land use, building placement, and service zones support sustainable, efficient, and regulation-compliant development.

## 2. Building Design

Building design for SSQI Technologies is anchored in green and smart-city principles, emphasizing energy-efficient, health-focused, and rating-ready buildings that integrate sustainable materials, smart systems, and long-term performance tracking.

## 3. Production Areas

Production areas for SSQI Technologies' clients are planned as green, efficient factory zones where workflows, machinery, and spaces follow facility-management and Deming Green Factory principles to minimize resource use while maximizing safety and productivity.

## 4. Utilities & Services

Utilities and services for SSQI Technologies' projects are managed through smart, ISO-aligned facility systems that optimize energy, water, waste, and support services using IoT-based monitoring, renewable energy options, and structured facility-management processes.

## 5. Waste & Resource Management

Waste and resource management at SSQI Technologies emphasize circular-economy practices such as recycled materials, smart waste-recycling systems, and green waste-recycling plants to minimize landfill disposal and maximize resource efficiency for clients.

## 6. Safety, Health & Wellness

Safety, health, and wellness at SSQI Technologies are supported through green-building and facility-management frameworks that prioritize safe operations, non-toxic materials, good indoor environmental quality, and campus-wide wellness-oriented design.

## 7. Logistics & Supply Chain

Logistics and supply chain at SSQI Technologies focus on ESG-aligned due-diligence, export and global-supply-chain advisory, and sustainability strategies that reduce risks, support ethical sourcing, and lower environmental impact across the value chain.

## 8. Administration & Innovation Spaces

Administration and innovation spaces at SSQI Technologies are designed as well-managed, ISO-aligned office and campus environments that support efficient administration, collaborative service-innovation work, and continual improvement in a sustainable, green-campus setting.

# Factory Layout & Infrastructure

## **9. Sustainability Features**

Sustainability features at SSQI Technologies include green-smart-city practices, circular-economy and recycled-material use, renewable-energy and resource-efficiency measures, and SusQI-style sustainable quality-improvement embedded into projects and services.

## **10. Certification & Compliance**

Certification and compliance at SSQI Technologies centre on ISO management-system certifications, eco-labels, product marks, and ISO 17021-based accreditation support so clients can demonstrate credible, audited conformity with global quality, safety, environmental, and cybersecurity requirements.

# Machinery & Technology Roadmap

## 1. Adoption of Green Manufacturing Technologies

Adoption of SSQI manufacturing technologies means helping factories implement IoT- and Industry 4.0-ready systems along with Deming Green Factory ratings so production becomes more connected, efficient, and environmentally sustainable.

## 2. Smart Factory Integration

Smart factory integration with SSQI Technologies means using IoT-enabled, Industry 4.0 systems and ISO-aligned facility management so machines, data, and people work in a connected, automated, and sustainably optimized production environment.

## 3. Renewable Energy and Resource Solutions

Renewable energy and resource solutions at SSQI Technologies promote solar, wind, and geothermal integration alongside resource-efficiency measures that cut fossil-fuel use, reduce water and energy consumption, and support smart, low-carbon cities and campuses.

## 4. Digitalization & Automation

Digitalization and automation at SSQI Technologies involve applying web, IoT, and AI-enabled tools to digitize processes, automate monitoring and reporting, and optimize smart-city, facility, and business operations for higher efficiency and control.

## 5. Materials Innovation

Materials innovation at SSQI focuses on non-toxic, recycled, and recyclable materials designed for circular use, lower emissions, and safer products across buildings, consumer goods, and renewable-energy applications

## 6. R&D and Innovation Hubs

R&D and innovation hubs at SSQI Technologies are built around dedicated centres for future-technology, IoT and recycled-material development, and green smart-city solutions, where multidisciplinary teams co-create and pilot sustainable, smart-industry ideas with clients.

## 7. Training & Capacity Building

Training and capacity building at SSQI focus on ISO lead-auditor and internal-auditor courses, Six Sigma belts, and sustainability/awareness programs that build practical skills for implementing, auditing, and improving modern management systems.

## 8. Compliance and Certification Technology

Compliance and certification technology at SSQI Technologies combines cybersecurity testing, IT service-management and risk-management standards, and digital compliance tools to help clients automate, monitor, and demonstrate conformity with regulatory and ISO requirements.

# Manufacturing Process Flow

## 1. Raw Material Procurement & Verification

Raw material procurement and verification with SSQI focuses on supply-chain due-diligence, ethical and non-toxic sourcing, and third-party eco-labels and inspections to ensure materials meet quality, safety, and sustainability standards before use.

## 2. Material Storage & Handling

Material storage and handling with SSQI emphasize safe, non-toxic materials, 5S housekeeping, and due-diligence-based procedures so resources are stored, labeled, and moved in ways that protect workers, quality, and the environment.

## 3. Pre-Processing

Pre-processing at SSQI focuses on inspecting and qualifying incoming materials, applying QC tools and Six Sigma methods, and setting up standardized, ISO-aligned process conditions before full-scale production starts.

## 4. Quality Control & Testing

Quality control and testing at SSQI combine product inspections, sector-specific lab tests (including food, agrifood, and cybersecurity), and classic QC tools and Six Sigma methods to verify that processes and outputs meet defined standards and specifications.

## 5. Finishing & Surface Treatment

SSQI Technologies supports finishing and surface treatment through ISO 17025-accredited lab testing for coatings, low-VOC processes, and Six Sigma-verified eco-friendly applications, ensuring durability, compliance, and sustainability in client manufacturing.

## 6. Packaging & Labelling

SSQI Technologies ensures compliant packaging and labelling through ISO 17065-accredited standards for secure, eco-friendly designs with QR-coded traceability, supporting client manufacturing sustainability and regulatory needs.

## 7. Storage & Shipping

SSQI Technologies maintains ISO-compliant, climate-controlled storage and secure shipping with real-time tracking for client products, ensuring integrity, traceability, and sustainability through green logistics partners.

## 8. Waste Management & Recycling

SSQI Technologies implements ISO 14001-aligned waste management and recycling through circular-economy practices, segregated recycling, and smart resource recovery systems to minimize landfill waste and enhance client sustainability.

# Quality Control, Certifications & Standards

SSQI Technologies upholds rigorous quality control in website design and development through structured testing protocols, code reviews, and Six Sigma-inspired defect prevention to deliver pixel-perfect, high-performance digital solutions. Every project undergoes multi-stage QA including cross-browser compatibility checks, load testing, security vulnerability scans, and user acceptance testing (UAT) to ensure seamless functionality and zero downtime.

The company aligns its processes with ISO 9001 principles for quality management systems, embedding PDCA (Plan-Do-Check-Act) cycles into agile sprints for continuous improvement in web development workflows. SSQI Technologies also incorporates ISO 27001 cybersecurity standards to protect client data during design, coding, and deployment phases, preventing breaches through encrypted repositories and secure hosting configurations.

For web-specific excellence, SSQI adheres to WCAG 2.1 accessibility guidelines and Core Web Vitals metrics from Google to guarantee inclusive, SEO-optimized sites that rank highly and provide superior user experiences. Performance benchmarks include Lighthouse scores above 90/100 for speed, accessibility, and best practices, verified post-launch with automated monitoring tools.

SSQI Technologies pursues formal certifications like ISO 9001 and ISO 27001 for its development operations, while supporting clients in showcasing their own ISO credentials through compliant website badges and verification portals. Internal audits and client feedback loops ensure ongoing compliance, positioning SSQI as a trusted partner for businesses seeking audited digital quality.

Sustainability standards such as ISO 14001 influence eco-friendly practices, including green hosting on renewable energy servers and optimized code to reduce digital carbon footprints in website projects. This holistic approach to quality control, certifications, and standards enables SSQI Technologies to deliver websites that not only meet technical excellence but also drive measurable business outcomes.

# Target Customers & Segments

SSQI Technologies targets MSMEs, exporters, ISO certification seekers, and green manufacturing firms needing high-performance websites, e-commerce platforms, SEO, and digital solutions to enhance compliance, visibility, and sustainability.

## 1. Real Estate Developers & Builders

SSQI Technologies empowers real estate developers and builders with SEO-optimized websites, interactive project portfolios, and certification showcase platforms that highlight green building ratings, ISO compliance, and sustainability credentials to attract premium buyers and investors.

## 2. Industrial & Manufacturing Firms

SSQI Technologies delivers robust industrial websites, ERP-integrated portals, and compliance dashboards for manufacturing firms, showcasing ISO certifications, Six Sigma processes, and green factory ratings to streamline operations and win ESG-focused contracts.

## 3. Public Sector & Government Agencies

SSQI Technologies provides secure, compliant websites and e-governance portals for public sector agencies, integrating ISO 9001/14001 dashboards, tender tracking, and sustainability reporting to enhance transparency, citizen services, and green procurement initiatives.

## 4. Corporates & Institutional Occupiers

SSQI Technologies creates enterprise-grade corporate websites and intranet portals for institutional occupiers, featuring ESG reporting tools, ISO certification showcases, and analytics-driven sustainability dashboards to strengthen stakeholder trust and regulatory compliance.

## 5. Construction Product Manufacturers & Suppliers

SSQI Technologies builds e-commerce platforms and B2B portals for construction product manufacturers and suppliers, highlighting GGBC green certifications, ISO 9001/14001 compliance, and product traceability to boost sales in sustainable building markets.

## 6. Architects, Consultants & Project Managers

SSQI Technologies equips architects, consultants & project managers with professional portfolio websites, BIM-integrated project showcases & ISO/GGBC certification verification tools to win sustainable design contracts and demonstrate compliance expertise.

## 7. Investors & Financial Institutions

SSQI Technologies develops investor-ready websites & ESG reporting platforms for financial institutions, featuring interactive financial projections, ISO/GGBC certification dashboards & sustainability impact analytics to attract funding for green real estate & manufacturing projects.

## 8. Facility Management Companies

SSQI Technologies delivers IoT-enabled facility management portals and ISO 41001/14001 dashboards for facility companies, integrating real-time energy monitoring, green maintenance tracking, and sustainability certification showcases to optimize operations and ESG performance.

## 9. Educational & Research Institutions

SSQI Technologies creates LMS-integrated websites and research portals for educational institutions, showcasing ISO 21001 quality education standards, GGBC green campus certifications, and sustainability training modules to attract students and funding for eco-focused programs.

# Marketing & Branding Strategy

SSQI Technologies' marketing and branding strategy positions it as the "Total Quality Digital Partner" through SEO-driven content, ISO/sustainability thought leadership, and targeted partnerships to dominate MSME web solutions.

## 1. Thought Leadership & Industry Advocacy

SSQI Technologies demonstrates thought leadership through ISO/Six Sigma webinars, sustainability blogs, and green certification advocacy, positioning as the digital authority for quality-driven MSMEs.

## 2. Digital Presence & Engagement

SSQI Technologies maintains a strong digital presence through its SEO-optimized tech.ssqi.in website, active LinkedIn thought leadership, Google Analytics-driven content hubs, and WhatsApp Business for real-time client engagement across ISO/sustainability niches.

## 3. Strategic Partnerships & Alliances

SSQI Technologies forges strategic partnerships with UKJAS, Deming Certification, and ISO bodies to cross-promote digital solutions for certification clients, enhancing compliance websites and green tech ecosystems.

## 4. Certification Recognition & Brand Ambassadors

SSQI Technologies showcases World Quality Congress awards, Indian Navy master trainer recognition, and Six Sigma research honors through digital badges and ambassador programs featuring Er. Mukesh Singh to amplify certification credibility.

## 5. Targeted Educational Campaigns

SSQI Technologies runs targeted educational campaigns via webinars on "ISO Websites for Exporters," SEO workshops for MSMEs, and sustainability e-books to build expertise and generate qualified leads.

## 6. Media Relations & PR

SSQI Technologies manages media relations and PR through press releases on tech.ssqi.in, industry publications highlighting ISO client wins, and targeted pitches to MSME/business media to amplify sustainability digital expertise.

## 7. Visual Identity & Messaging

SSQI Technologies employs a clean visual identity with blue-green color palettes symbolizing trust, quality, and sustainability, paired with modern sans-serif fonts and ISO certification icons across websites, brochures, and social assets.

## 8. Customer & Stakeholder Engagement

SSQI Technologies fosters customer and stakeholder engagement through personalized WhatsApp consultations, client success portals on tech.ssqi.in, quarterly ISO/sustainability webinars, and dedicated account managers ensuring 95% satisfaction via NPS feedback loops.

# Sales & Distribution Channels

SSQI Technologies leverages multi-channel sales including direct consultations via WhatsApp/LinkedIn, B2B platforms like IndiaMart, partner referrals from UKJAS/Deming, and inbound leads from SEO-optimized tech.ssqi.in

## 1. Direct Sales Team

SSQI Technologies' direct sales team comprises quality-certified professionals led by Er. Mukesh Singh, specializing in consultative selling of compliance websites, SEO retainers, and digital transformation packages to MSMEs and exporters.

## 2. Regional Representatives & Franchise Partners

SSQI Technologies operates centralized from Vasai-Mumbai with regional representatives in Maharashtra/NCR hubs, leveraging franchise partner networks through SSQI's ISO consultancy ecosystem for localized digital service delivery.

## 3. Certified Consultant Network

SSQI Technologies leverages a certified consultant network of Six Sigma-trained ISO experts and digital specialists for localized website implementations, compliance audits, and sustainability digital advisory across India and overseas markets.

## 4. Digital Platforms

SSQI Technologies utilizes tech.ssqi.in for service showcases/lead gen, ssqi.in for ISO content, LinkedIn for thought leadership, and WhatsApp Business for instant client consultations.

## 5. Strategic Alliances

SSQI Technologies forms strategic alliances with UKJAS Accreditation, Deming Certification, and ISO bodies to bundle digital platforms with compliance services, enabling seamless website upgrades for certified clients.

## 6. Training & Events

SSQI Technologies delivers ISO auditor training, Six Sigma digital workshops & webinars on "Compliance Websites for Exporters" through virtual platforms industry events to upskill MSMEs.

## 7. Membership & Subscription Programs

SSQI Technologies offers membership and subscription programs including SEO retainers (INR 10k/month), website maintenance packages (INR 5k/month), and premium client portals with analytics dashboards and priority support for sustained digital compliance.

## 8. Inbound Marketing & Lead Generation

SSQI Technologies drives inbound marketing and lead generation through SEO-optimized blogs on tech.ssqi.in, free ISO website audits, and gated e-books on "Green Digital Compliance," converting 20% of organic traffic to consultations.

# Cost of Project & Funding Requirements

SSQI Technologies' website projects range INR 80 lakh–1.2 crore for 18–24 months scaling, allocated 35–40% team salaries, 20–25% marketing/sales, 15–20% tech infrastructure, 10–15% content/partnerships, and 10–15% contingency.

## **Infrastructure & Office Setup:**

SSQI Technologies operates from lean, ISO-aligned office setups in Vasai West (HQ) with satellite hubs in Faridabad/NCR, featuring ergonomic workstations, secure servers for e-library/code repos, and green elements like LED lighting for 20–30 staff.

## **Human Resources:**

SSQI Technologies employs 20–30 skilled professionals including Six Sigma-certified developers, ISO-trained PMs, and digital marketers led by Er. Mukesh Singh, supplemented by 50+ freelance consultants for scalable delivery.

## **Certification, Training & Compliance:**

SSQI Technologies delivers ISO 9001/27001 website certifications, Six Sigma digital training, and compliance audits ensuring WCAG 2.1 accessibility and Core Web Vitals standards for client projects.

## **Marketing & Awareness:**

SSQI Technologies builds marketing awareness through SEO-optimized tech.ssqi.in content, targeted Google Ads for MSMEs, LinkedIn thought leadership on ISO/sustainability, and industry webinars generating 200+ qualified leads monthly.

## **Operating Expenses:**

SSQI Technologies' annual operating expenses total INR 1.2–1.8 crore for 20–30 staff, allocated 40% salaries (INR 48–72 lakh), 20% marketing/SEO (INR 24–36 lakh), 15% cloud hosting/tools (INR 18–27 lakh), 10% office lease (INR 12–18 lakh), and 15% training/compliance.

## **Technology/Product Development:**

SSQI Technologies invests in technology/product development for compliance-ready websites, SEO automation tools, and GGBC/ISO digital dashboards via AWS cloud, React/Node.js stacks, and CI/CD pipelines.

## **Estimated Range:**

SSQI Technologies project costs range INR 5–50 lakh per website (MSME basic to enterprise compliance portals), with annual operations INR 1.2–1.8 crore scaling to INR 5 crore revenue via retainers.

## **Funding Requirements & Sources**

SSQI Technologies seeks INR 80 lakh–1.2 crore funding for 18–24 months scaling, allocated 35–40% team expansion, 20–25% marketing/SEO, 15–20% tech infrastructure, sourcing from ISO networks, MSME investors, and SSQI client cross-sell:

### **Equity Capital:**

Initial funds from promoters, core team, and strategic investors (angel, VC, or PE—preferably with an ESG/sustainability mandate).

### **Grants & Concessional Finance:**

Support from government programs, multilateral agencies, or green funds, especially for capacity building or market entry in underserved regions.

# Cost of Project & Funding Requirements

## **Bank/Debt Financing:**

Short-term loans, overdraft, or working capital finance for infrastructure setup, team scaling, or tech upgrades.

## **Earned Revenue:**

Early revenues from memberships, certifications, consulting retainers, and training programs help offset recurrent expenses.

## **Corporate Partnerships and CSR:**

Funding for educational projects, awareness campaigns, or sectoral pilots.

## **Summary:**

A well-planned SSQI Technologies project usually requires an upfront infusion of ₹5–25 crore (USD 600,000–3 million), covering 1–3 years of ramp-up before self-sustaining revenues/renewals kick in. Funding is designed to balance operational stability, rapid scaling, technology leadership, and broad market coverage in the website design and development.

# Revenue Model & Pricing Strategy

## Certification Fees

SSQI Technologies offers website design and development services with competitive, discounted pricing starting at ₹18,000 for basic packages, targeting MSMEs in Vasai and Mumbai with features like PHP, e-commerce, SEO and 24/7 support.

## Membership & Subscription Plans

Annual or multi-year memberships for corporates, professionals, institutions & partners. Membership grants access to events, digital tools, training, process support & showcases.

## Consulting & Advisory Services

It offers consulting & advisory services for website design & development, including custom PHP/e-commerce solutions, SEO integration & digital.

## Digital Platform Services (SaaS)

It provides SaaS digital platform services for website design & development, featuring scalable PHP/e-commerce platforms, SEO tools, 24/7 support & maintenance packages tailored for MSME.

## Training, Workshops & Capacity Building

It offers training, workshops & capacity building for website design & development including software tutorials, content management support & hands-on sessions on PHP, SEO & responsive web solutions.

## Supplier Network & Procurement Commissions

SSQI leverages a network of certified suppliers and OEMs for lab instruments and testing equipment procurement in ISI/ISO projects, earning commissions through consultancy facilitation while clients handle direct BIS payments and purchases.

## Data Analytics & Impact Reporting

SSQI Technologies provides data analytics and impact reporting services through Google Analytics conversion tracking, baseline ranking checks, and performance metrics for websites, enabling clients to measure marketing ROI, user interactions, and certification project outcomes.

## Events, Conferences & Sponsorships

SSQI Technologies participates in quality management conferences, Lean Six Sigma events, and ISO training workshops while offering sponsorship opportunities for industry summits to promote certification services and networking in Vasai.

## Pricing Strategy

### Value-Based Tiering:

SSQI Technologies employs value-based tiering for website design and development, with basic packages at ₹18,000 (5-10 pages), e-commerce at ₹35,000 (50 products), and advanced custom solutions up to ₹2.5 lakhs, offering 20-50% discounts based on features and client scope.

### Geographic Differentiation:

SSQI Technologies differentiates website design and development pricing geographically, offering lower rates (₹18k-₹35k basic/e-commerce) for Virar/Maharashtra MSMEs versus premium custom packages (₹80k-₹2.5 lakhs) for Mumbai/Pan-India clients with advanced SEO/hosting.

### Bundled & Custom Packages:

It offers bundled packages combining website design/development (₹18k-₹35k basic/e-commerce) with SEO, hosting, digital marketing, and 24/7 support, plus custom solutions up to ₹2.5 lakhs tailored to client scope and industry needs.

# 5-Year Financial Projections

## Year 1 (2026): Foundation & Market Entry

SSQI Technologies initiates website design/development with baseline revenue of ₹45 lakhs from 25 basic (₹18k) and 10 e-commerce (₹35k) packages, capturing 2% of Virar/Maharashtra MSME digital demand amid 8.5% India web design market CAGR; operating expenses at ₹30 lakhs (team, tools) yield ₹12 lakhs net profit (27% margin) after ₹3 lakhs marketing.

## Year 2 (2027): Scale & Bundling

Revenue grows 50% to ₹67.5 lakhs via 40 projects (bundled SEO/hosting upsells at 20% attach rate), leveraging repeat clients and referrals; costs rise to ₹40 lakhs (hiring 2 developers), achieving ₹22 lakhs profit (33% margin) as economies scale with ₹1 lakh equity base.

## Year 3 (2028): Expansion

Reaching ₹1 crore revenue (65 projects, including ₹80k custom for Mumbai firms), geographic push to Pan-India via partnerships boosts volume 50%; expenses ₹55 lakhs (office/tools), netting ₹40 lakhs profit (40% margin) with 15% client retention premium pricing.

## Year 4 (2029): Maturity

₹1.6 crore revenue from 100+ projects (e-commerce/custom 60% mix), digital marketing ROI drives 60% growth; ₹75 lakhs costs (team of 8, SaaS tools) deliver ₹75 lakhs profit (47% margin), funding ₹10 lakhs R&D for AI/web3 features.

## Year 5 (2030): Leadership

Cumulative ₹5 crore+ revenue trajectory peaks at ₹2.4 crore (140 projects), market share 5% regionally amid USD 92B global web design boom; ₹95 lakhs expenses yield ₹1.3 crore profit (54% margin), positioning for ₹50 lakhs equity raise/debt-free scaling.

# Investor Exit Strategy

## 1. Strategic Acquisition or M&A

SSQI Technologies positions for strategic acquisition by global TIC firms like Bureau Veritas/SGS or domestic players (Godrej/4CPL) in Years 3-5 at 4-7x EBITDA, leveraging web dev platforms, ISO expertise, and recurring digital revenues amid India's 2025 M&A surge. Synergies in client portals, e-commerce training, and Mumbai location drive value, with clean governance ensuring smooth execution via advisors.

## 2. Private Equity/Secondary Sale

SSQI Technologies enables Private Equity/Secondary Sale in Years 2-4 to Mumbai PE firms like ChrysCapital or True North at 3-5x multiples, capitalizing on ISO/Six Sigma recurring fees, web dev platforms, and India's \$7.9B TIC growth. Clean cap tables, 15-20% CAGR, and ESG synergies via advisors like Systematix drive early liquidity for angels ahead of larger exits.

## 3. Public Listing (IPO/SPAC Route)

SSQI Technologies targets NSE Emerge IPO in Year 5+ at 6-8x net profit multiples (25% margins), meeting eligibility with >₹1 crore net worth, ≤₹25 crore post-issue capital, and 3-year track record in web dev/ISO consulting amid SME listing surge. SPAC unviable due to SEBI regulatory gaps under Companies Act; prioritize merchant bankers and market makers for liquidity in ESG/TIC growth.

## 4. Management or Employee Buyback (MBO/ESOP Liquidation)

SSQI Technologies enables Management or Employee Buyback (MBO/ESOP Liquidation) in Years 4-6 at 4-6x EBITDA, funded by recurring web maintenance/ISO fees and internal cash flows post-20+ clients/accreditations. Management team, led by Er. Mukesh Singh, leverages Mumbai synergies and clean governance for smooth transition via bank loans, PE financing, or seller notes amid rising ESOP buybacks in Indian startups.

## 5. Dividend/Profit Distribution

SSQI Technologies offers Dividend/Profit Distribution as a steady return mechanism post-profitability, capped at 15-25% of net profits from recurring web maintenance/ISO fees, balancing reinvestment in growth amid India's consulting norms where profitable firms prioritize liquidity for shareholders. ESG-aligned payouts enhance appeal in green building/quality sectors, compliant with Companies Act 2013 (post-depreciation profits) and RBI-like prudential limits for NBFCs, executed quarterly/annually via clean governance

# Key Management Team Profiles

The key management team of SSQI Technologies is anchored by a seasoned founder with deep roots in ISO, Six Sigma, and accreditation, complemented by specialists in technology, operations, and ESG-driven growth. Together, they blend domain expertise in quality management with practical experience in web design, development, and digital platforms tailored for certification and compliance businesses. This multidisciplinary leadership allows SSQI Technologies to position itself not just as a tech vendor, but as a strategic partner for certification bodies, consulting firms, and green building initiatives.

At the helm is the Founder & Managing Director, who brings extensive experience in ISO standards, Six Sigma methodologies, and accreditation frameworks across sectors such as manufacturing, healthcare, and sustainability. Having previously led initiatives under entities like SSQI, Deming, UKJAS, and GGBC, the founder provides strategic direction on how technology can support certification workflows, audit trails, and compliance reporting. This role focuses on long-term vision, investor alignment, M&A readiness, and integration of web platforms with broader quality and ESG strategies.

Supporting the founder is the Head of Technology / Development Lead, responsible for the design and execution of SSQI Technologies' website development, custom PHP/e-commerce builds, and SEO-ready platforms. This leader oversees the Analyze–Discuss–Design–Test–Deploy cycle, ensuring that every project is scalable, secure, and optimized for conversion, particularly for ISO consultancy, training, and accreditation portals. The position also drives productization of internal tools (baseline ranking checks, templates, dashboards) that can scale across multiple certification and green-building clients.

The Operations & Client Delivery Head manages day-to-day project execution, timelines, and client communication across India and international markets. This role ensures that projects remain aligned with scope, budget, and performance expectations—critical for clients in regulated domains like ISO, BIS, and green building where reliability and uptime directly affect audits and certification cycles. By coordinating developers, designers, and support teams, this leader safeguards SSQI Technologies' reputation for responsive service and sustained client relationships.

Rounding out the leadership is a Business Development & ESG/Quality Advisor, who focuses on market expansion, partnerships, and alignment with sustainability and ESG trends. This role bridges SSQI Technologies with entities in the TIC (Testing, Inspection, Certification) and green building ecosystem, helping craft proposals, investor materials, and digital strategies that highlight quality, transparency, and ESG impact. The advisor's input is especially valuable for positioning SSQI Technologies in investor decks (M&A, PE, IPO) and for integrating digital solutions with broader quality and sustainability narratives.

# ESG, Sustainability & CSR Initiatives

**Strengths:** SSQI and SSQI Technologies' main strength lies in their integrated combination of deep ISO/Six Sigma, ESG, and accreditation expertise with in-house web design, development, and SEO capabilities tailored specifically for certification, green building, and quality management ecosystems, enabling sector-focused digital platforms, recurring revenues from maintenance and accreditation cycles, strong positioning in India's growing TIC and sustainability markets, and reinforced credibility through documented governance, ESG strategies, and transparent financial reporting that collectively enhance scalability, client trust, and investor readiness.

**Weaknesses:** SSQI Technologies' main weaknesses are its relatively small scale, limited brand visibility, and resource constraints versus large TIC/IT players, which can slow tech upgrades, nationwide sales reach, and resilience to India's highly competitive, price-sensitive TIC and digital services market.

**Opportunities:** SSQI Technologies' main opportunity is to build specialized digital platforms, portals, and ESG-ready solutions for India's rapidly growing TIC and Six Sigma/quality markets—projected to reach USD 10.9–61.9 billion with strong demand for digitalized, remote certification and sustainability tools.

**Threats:** The main threats to SSQI Technologies are intense price-based competition from larger and low-cost local TIC/consulting players, rapid tech shifts (AI, cloud, ESG software) demanding continuous investment, and fragmented, tightening regulations in India and Asia-Pacific that increase compliance complexity, margin pressure, and operational risk for smaller firms in the testing, inspection, certification, and Six Sigma ecosystem.

## Risk Analysis

**SSQI faces several key risks:**

**Market Risk:** It arises from intense price-based competition & client switching in India's crowded TIC, Six Sigma & digital services markets which can pressure margins, reduce predictable revenues.

**Financial Risk:** Financial risk for SSQI Technologies stems from its small capital base and dependence on project-based cash flows, which can strain liquidity and funding capacity during slow periods or investment phases in a competitive IT/TIC consulting environment.

**Operational Risk:** It rises from a lean team and process-dependent delivery model, where resource bottlenecks, coordination gaps, or quality failures in web and portal projects could lead to delays, downtime, or non-compliance for TIC/ISO clients, harming reputation.

**Regulatory Risk:** It stems from frequent changes in Indian and global data protection, ESG, and TIC/ISO-related rules that can require rapid portal/process updates, increase compliance costs, and expose the firm to penalties or client loss if not fully met.

**Reputational Risk:** It arises if website or portal failures, security breaches, missed timelines, or non-compliance in ISO/TIC and ESG projects undermine client confidence, leading to negative word-of-mouth, loss of references, and reduced attractiveness to future clients and investors.

**Technology Risk:** It comes from fast-evolving stacks (AI, cloud, cybersecurity, ESG software) where delays in upgrading tools, skills, or security could leave offerings outdated, less competitive, or vulnerable to cyber incidents that disrupt critical client portals.

# ESG, Sustainability & CSR Initiatives

## 1. ESG (Environmental, Social, Governance) Initiatives

ESG initiatives at SSQI and SSQI Technologies focus on helping clients build sustainable, inclusive, and well-governed organizations while reflecting these principles in their own governance and reporting practices. Environmentally, they promote green smart cities, organic and sustainable agrifood systems, and energy-efficient infrastructure through consulting and standards-based frameworks. Socially, they emphasize equity, inclusion, and ISO 26000–based social responsibility, supporting communities, workers, and supply chains. On governance, SSQI Technologies highlights corporate governance, ESG and CSR reporting, and transparent financial/ESG disclosures as part of its digital and advisory offerings.

## 2. Sustainability Leadership

SSQI demonstrates sustainability leadership by positioning quality, ESG, and green transformation as core to its consulting mission, not just add-on services. Through initiatives like Sustainable Transformation, Green Smart Cities, and Deming Green Schools/Green Company ratings, it guides cities, schools, and factories on low-carbon, resource-efficient, and inclusive development pathways. The founder's background in quality and green rating programs strengthens thought leadership around integrating sustainability with Six Sigma and management systems. SSQI's frameworks emphasize governance, stakeholder collaboration, and alignment with global sustainability standards and SDGs, reinforcing its role as a catalyst for sustainable urban and corporate transformation.

## 3. CSR (Corporate Social Responsibility) Initiatives

CSR initiatives around SSQI and SSQI Technologies focus on education, inclusion, and environmental responsibility, guided by ISO 26000 principles and integrated into sustainability and quality programs. They emphasize sustainability literacy in schools and workplaces, equity and inclusion for women and marginalized communities, and community-oriented projects linked to green smart cities and responsible industrial practices. The Sustainable Transformation framework promotes CSR-aligned actions such as ethical sourcing, transparency, and community engagement as part of corporate strategy, not just compliance. SSQI also supports clients in designing and reporting CSR programs that align with SDGs and Indian CSR norms, using ISO 26000 and social accountability tools as reference frameworks.

### Transparency & Impact Reporting:

It emphasizes clear ESG and CSR disclosures, accurate financial and KPI reporting, and structured client feedback/audit updates so stakeholders can see environmental, social, and governance outcomes in a timely, decision-useful way.

# Annexure 1 – Market Research Data

It focuses on productizing its TIC/ESG digital platforms, entering new sectors and geographies, and building recurring, multi-tenant portal and SaaS revenues so growth is less people-dependent and more technology-driven.

## 1. Geographic Diversification

It builds on a strong Indian base (consultants across major metros) and an established UK presence, expanding into Middle East and Africa supply-chain and retail networks.

## 2. Enhanced Digital Platforms

It focus on building high-performance, SEO-optimized websites, baseline ranking and analytics tools, and geo-targeted, conversion-tracked portals that help TIC/ISO.

## 3. Broadened Service Portfolio

SSQI Technologies centers on expanding from core web design & development into SEO, analytics, geo-targeting, duplicate-content checks, and integrated IoT/ESG-ready digital solutions, allowing it to serve a wider spectrum of TIC, ISO, smart-city, and sustainability clients

## 4. Strategic Partnerships & Alliances

It revolve around collaborating with global and regional retailers and supply-chain networks (IEMA program across India, Middle East, Africa), accredited organizations, industry and institute partners, and TIC/ISO bodies, using these relationships to co-develop quality, sustainability.

## 5. Local Capacity Building

It focuses on training and empowering schools, factories, campuses & city stakeholders through programs like Deming Green Schools, Green Campus & Green Company ratings, which develop on-ground skills in sustainability, resource efficiency & smart city implementation.

## 6. Impact Reporting & Innovation

It integrates ESG/sustainability consulting with digital portals & analytics so clients can track, visualize & disclose measurable environmental, social & governance outcomes.

## 7. Financial Sustainability

It depends on steadily growing recurring revenues from maintenance, SEO, analytics & TIC/ESG digital platforms, supported by disciplined financial reporting & cash-flow management so the business can invest in innovation.

## 8. Continuous Improvement & Adaptation

It is rooted in its Six Sigma/quality heritage and digital focus, using feedback, analytics, and evolving standards (ISO, ESG, smart cities) to refine web platforms, expand services, and keep solutions aligned with changing client, regulatory, and technology expectations.

# Annexure 1 – Market Research Data

## **Global SSQI Market:**

The global SSQI market opportunity is to tap into the worldwide Testing, Inspection, and Certification (TIC) and ESG/sustainability ecosystem—worth roughly USD 240–250 billion in 2025 and expected to surpass USD 300–370 billion by 2030–2032—by offering ISO, Six Sigma, green ratings, and digital platforms across India, the UK, and IEMA (India–Middle East–Africa) supply-chain and smart-city networks where regulatory pressure, exports, and green infrastructure are driving sustained demand for quality and sustainability solutions.

## **India SSQI Market:**

The India SSQI market sits within a fast-growing national TIC and quality ecosystem, with India's Testing, Inspection, and Certification (TIC) market estimated in the low-to-mid billions of USD in 2025 and projected to reach roughly USD 10–17 billion by 2030–2033 at around 6–8% CAGR, driven by manufacturing, automotive, exports, infrastructure, and tightening compliance—all of which create strong demand for SSQI's ISO, Six Sigma, green ratings, and digital platforms across cities, factories, campuses, and smart-city projects.

## **Certification & Adoption Trends:**

Certification & adoption trends relevant to SSQI show rising demand for ISO management systems (especially ISO 9001, 14001, 45001, 27001, 50001), strong growth in ISO certificates globally and in India, rapid uptake of Lean Six Sigma credentials across manufacturing, IT, healthcare, and services, and accelerating adoption of green building certifications (IGBC, GRIHA, EDGE) and ESG-aligned ratings, all supported by digital/remote audits and integrated, multi-standard certification approaches that favor tech-enabled, sector-focused providers.

## **Testing, Inspection & Certification Market:**

For SSQI Technologies, the Testing, Inspection & Certification (TIC) market represents a USD 230–250 billion global opportunity where its ISO, Six Sigma, ESG and web-platform capabilities can power digital portals, analytics, and remote-certification tools for regulators, certifiers, and compliant businesses.

## Annexure 2 – Technical Machinery Specs

It is framed around its core digital “machinery”: servers, networking, development environments, security, and analytics tools that power web and TIC/ESG platforms. This aligns the annexure with how a tech-services firm actually operates, instead of physical plant and equipment.

The infrastructure section can describe hosting architecture such as cloud-based Linux servers (e.g., Nginx/Apache, PHP, MySQL/MariaDB, Node.js as applicable), CDN integration, SSD storage, automated backups, and scalability parameters (vertical/horizontal scaling thresholds, uptime SLAs, and load-handling capacity in terms of concurrent users for client portals). These details show that SSQI Technologies can reliably host certification, audit, and ESG reporting portals with high availability and performance for multi-location clients.

A networking and security subsection may specify firewalls (cloud WAFs, OS firewalls), TLS/SSL encryption standards, VPN access policies, role-based access control, and basic SIEM/logging practices, plus periodic vulnerability scans or penetration tests as part of secure development. For client confidence, you can mention adherence to best practices aligned with ISO 27001-style controls for web applications and databases, including password hashing standards, multi-factor authentication options, and secure API gateways where used.

The software/toolchain environment can list the “machinery” used for design, development, and QA: IDEs, version control (e.g., Git-based repositories), CI/CD pipelines, automated test suites, browser and device testing tools, and content management systems (WordPress, custom PHP frameworks, etc.). This section should also capture SEO and analytics tools such as Baseline Ranking Check, Google Analytics conversion setup, and duplicate-content check utilities that are already highlighted in SSQI’s service pages, positioning them as standard tooling in the technical stack.

Finally, a capacity and performance metrics paragraph can outline indicative technical specs like typical server RAM/CPU configurations, database connection limits, page-load time benchmarks, and performance optimization measures (caching layers, image optimization, minification, and geo-targeting by GWT for region-specific content delivery). You can also mention compliance with responsive and accessibility standards to support diverse user devices and public-facing government or ESG users, reinforcing that the “technical machinery” is tuned for high-traffic, mission-critical TIC, ISO, and sustainability applications.

## Annexure 3 – Draft MoUs with Buyers/Suppliers

It present standard, non-binding Memorandum of Understanding formats tailored for SSQI/SSQI Technologies' relationships with international buyers and suppliers, especially under the IEMA (India–Middle East–Africa) and Indo Asia-Pacific programs. Below is a concise structure you can adapt into full legal text with your counsel.

First, include a Buyer–SSQI Technologies MoU template that covers parties, purpose (development, hosting, and maintenance of TIC/ESG/retail portals or digital tools), scope of cooperation (project phases, pilot engagements, knowledge sharing), data protection and confidentiality, preliminary service levels, and a clear statement that commercial terms will be finalized in separate definitive agreements. This MoU can reference compliance with buyers' supplier onboarding rules (codes of conduct, QA/compliance, ESG expectations) where SSQI builds or integrates into their portals.

Second, provide a Supplier–SSQI MoU template for on-boarding product or solution suppliers into SSQI's IEMA and global programs—defining roles in marketing, quality assurance, documentation, audits/testing, and export readiness to retailers across India, Middle East, Africa, and other regions. The document should address qualification steps (applications, due diligence, sample testing, compliance with technical and social standards), indicative KPIs (on-time delivery, defect rates), and shared responsibility for regulatory and ESG compliance.

Third, add a strategic Partnership/Alliance MoU template for collaborations with accredited organizations, training partners, and TIC/ESG firms, covering joint program development (e.g., green ratings, training, co-branded audits), IP ownership, revenue-sharing principles, branding, and mutual promotion. This can be used with institutions and retailers that operate formal partner or supplier programs but are exploring structured pilots before full contracts.

Finally, each draft MoU should include standard clauses on term and termination, confidentiality, non-solicitation (if needed), governing law and jurisdiction (e.g., India, UK, or as per counterparty), dispute resolution (negotiation–mediation–arbitration), and force majeure, clearly separating non-binding intent (cooperation, future negotiation) from binding obligations (confidentiality, IP use, data protection). This keeps SSQI commercially flexible while satisfying corporate, retail, and institutional buyer expectations for formalized engagement frameworks.

# Annexure 4 – Detailed Financial Model

It present a 5-year, driver-based projection covering revenue streams, cost structure, profitability, cash flows, and key investor metrics in a structured Excel or table format.

## 1. Revenue Model (5 Years)

Break revenues into: website design & development (one-time projects), AMC/maintenance, SEO & analytics, TIC/ESG digital platforms (subscription/SaaS), and custom portals for SSQI/green ratings clients.

Use volume and pricing drivers: number of projects per year, average project value, number of AMC contracts, subscription price per client, and annual growth rates aligned with India TIC and digital market CAGRs (6–8%+).

## 2. Cost Structure & Margins

Direct costs: developer/design salaries, hosting/cloud, software tools, subcontractors/freelancers (as % of revenue by segment).

Indirect costs: sales & marketing, admin, rent/utilities, travel, R&D/productization of platforms; allocate to reach target EBITDA margin trajectory (e.g., 15–25% by Year 5, in line with scalable IT/TIC service firms).

## 3. Profit & Loss, Balance Sheet, Cash Flow

P&L: project revenue growth, gross margin, operating expenses, EBITDA, depreciation (for equipment/intangibles), interest, tax, and net profit each year.

Balance sheet: opening equity/capital, retained earnings, working capital (receivables, payables), any term loans; keep leverage conservative to appeal to PE/IPO investors.

Cash flow: operating cash (collections vs. payments), capex (platform development, hardware), financing flows (equity/loan infusion, repayments), and year-end cash position.

## 4. Key Ratios & Investor Metrics

Operating KPIs: revenue per employee, utilization %, average project margin, share of recurring revenue (AMC + subscriptions) growing year-on-year.

Financial ratios: EBITDA margin, net margin, ROE, asset-light capex ratio, interest coverage, current ratio; target improving trends.

Investor metrics: pre-money and post-money valuation assumptions, entry/exit multiples (EBITDA or revenue), and projected IRR for angels/PE under base, optimistic, and conservative scenarios tied to TIC market benchmarks.

## 5. Scenario & Sensitivity Analysis

Scenarios: base case (aligned with TIC market CAGR), high growth (faster digital adoption/ESG demand), and downside (slower client acquisition or pricing pressure).

Sensitivities: test impact of changes in project volume, pricing, utilization, salary inflation, and hosting/tool costs on EBITDA and cash, to demonstrate resilience and clarity for investors reviewing this annexure.

# Annexure 5 – Compliance Checklist

SSQI Technologies should summarize all key legal, regulatory, standard-based and governance requirements relevant to its web, TIC and ESG activities.

## 1. Corporate & Statutory Compliance

Company law: Incorporation details, board meetings, ROC filings, PAN/TAN, GST, Shops & Establishments, PF/ESI as applicable.

Governance: Approved Board policies (code of conduct, whistle-blower, related-party, anti-bribery), documented internal and external audits, and compliance with stated corporate governance guidelines.

## 2. Standards, Quality & TIC Compliance

ISO standards followed for own operations and advisory: e.g. ISO 9001 (quality), ISO 14001 (environment), ISO 45001 (OHS), ISO 27001 (information security), ISO 26000 (social responsibility) as applicable.

TIC/ESG work: Alignment with TIC Council principles, due-diligence services, and client-specific conformity requirements (ISO, PAS, product certifications) documented in project files.

## 3. Data Protection, IT & Cybersecurity

Indian IT Act and DPDP Act: Privacy policy, consent mechanisms, data inventory, access controls, encryption, breach-notification procedure, and appointment of responsible officer/DPO where required.

Technical safeguards: Firewalls, SSL/TLS, secure coding, backups, incident response and business continuity plans for hosted portals.

## 4. Financial, Tax & Reporting

Statutory financial statements prepared and approved annually, with proper books of account and supporting documentation.

Timely filing of income tax, GST and other applicable returns; documentation to support regulatory or investor reviews (e.g. financial-report page, management discussion notes).

## 5. ESG, CSR & Supply-Chain Compliance

ESG & sustainability: Documented ESG strategy, sustainability initiatives, and impact/ESG reporting in line with guidance such as ISO 26000 and client BRSR needs.

CSR & supply chain: Procedures for supplier due diligence (quality, social, environmental), periodic assessments for high-risk categories, and records of CSR/social-responsibility projects delivered or advised