



CAGAAY – First of its kind

Commander Estates Developer aspired to launch a 100% online solution and mobile App “CAGAAY” to design draws – where anyone can participate by paying a certain EMD with zero human intervention. The lucky winners will get attractive discounts on the properties being developed by Commander. The App should be able to verify the identity of applicant online. There are 2 stages of the contest – 1st, where 196 users will be chosen as lucky winners from the pool of application and 2nd, where 4 Bumper winners will get further attractive rates for the same property. App needed multiple language support and flexibility to define draws , prize money etc. on 2 mobile platforms in 3 weeks.

The Challenge

The biggest challenge was “Time vs Ask”. Unichronic had to design, develop, and deploy web backend, Android App and iOS app in just 3 weeks along with UI UEX in respective stores. Finalizing vendors such as Payment Gateways, SMS gateways, Hosting Partners etc. was also needed in the same timeframe. The result of the Draw would be a unique logic that finds the winner as well as auto allocates a flat from the available pool. We needed an architecture which can scale and at the same time support multiple platforms.

At a Glance

A hybrid Application which proved to be a great tool to Private Real Estate Sector for **innovative Sales and Marketing**. App enables real estate developers to design and configure lucky draws where applicants can participate using mobile apps. The winners get the flats at a special discount rates. App does **online KYC check using UDDI APIs** for all the applicants.

Key Results

Using CAGAAY app , Commander Estate could reach out to 3000 + users in just 25 days and received 400 + applications to participate in draw powered by Unichronic’s online solution. The draw was declared on 27th January and winners were found from a unique proprietary algorithm to maintain complete transparency in process with zero manual intervention.

MD of Commander Estate Developer Mr. Deepak More Said – “Unichronic Team is a rare talent with a mix of business sense as well as tremendous technical knowledge to pull off a project of this magnitude in just 3 weeks! We are looking forward to very long-term partnership with team Unichronic.”



Unichronic's Solution

Considering the time challenge and scalability needs of platform, we architected Cloud Based solution using **Hybrid technology Ionic**. An engaging UI UEX design ensured that the audience receives the app well and understands the workflow easily.

The solution is designed using **Ionic as frontend** and **CodeIgniter framework** to take care of backend , **REST API layer** and provide a very intuitive admin interface to manage and configure draws. Solution has **live KYC feature** to validate Applicants Aadhaar Number from UDDI API services. Integration with Payment gateways like Razorpay provided plethora of payment options for the applicants.

The solution takes care of all the fallback mechanisms such as the ability to validate Aadhar from backend console if users have not linked their mobile numbers etc. The powerful backend consoles empowers the back-office team to fetch all the important information in a single click.

Results

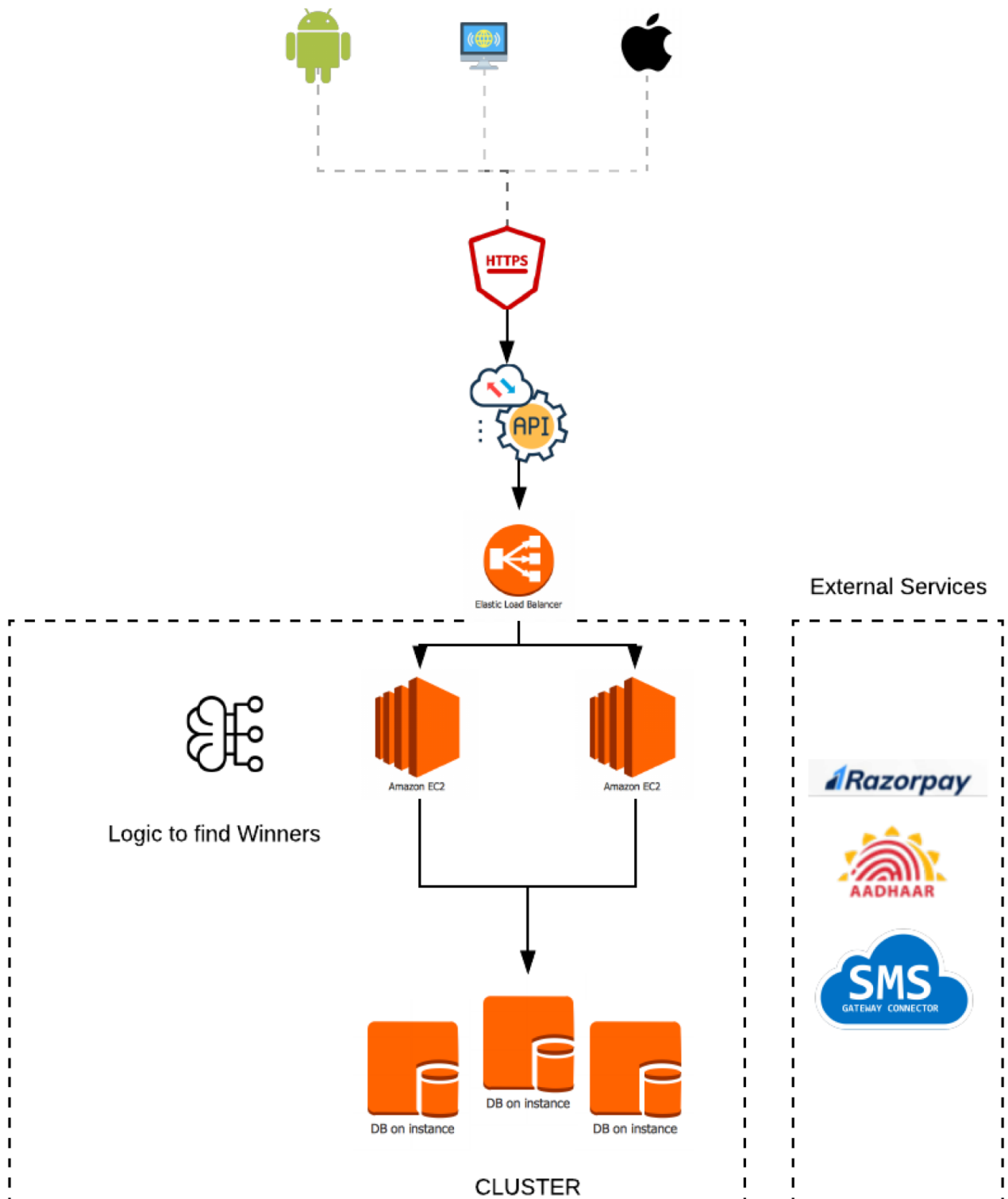
The management of Commander Estate were very excited to experience the App and outcome of the project. The app was an instance success and got 3500 + Downloads in just few days of launch. The app maintains 4.5 Ratings on play store and 5 rating on App store. CAGAAY was a very successful idea which resulted in 400 + applications for 196 Flats on offer. Per Mr. Deepak More about Unichronic: ***"It is a pleasure and total win-win situation to work with such an IT partner like team Unichronic. Right from conceptualization to implementation to support during the draw period, team had all the competencies which exceeded our expectations."***

With 3000 + Registrations and 400 + draw applications, CAGAAY declared the results of first round on 27th January 2020 which was a completely automated process with zero human intervention.

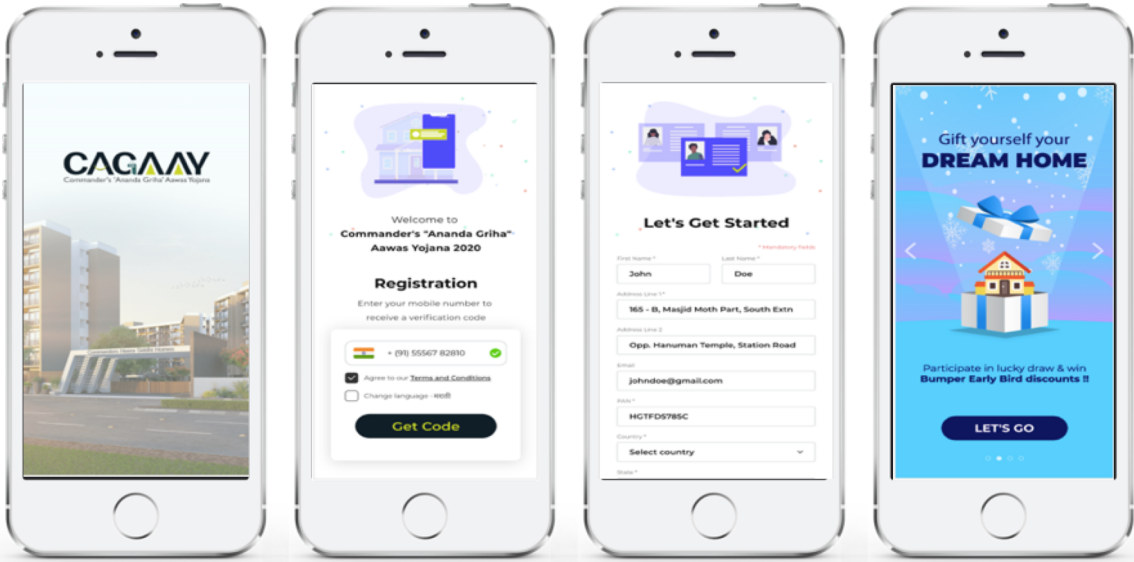
Technologies Used



High level Architecture



MEET CAGAAY APP

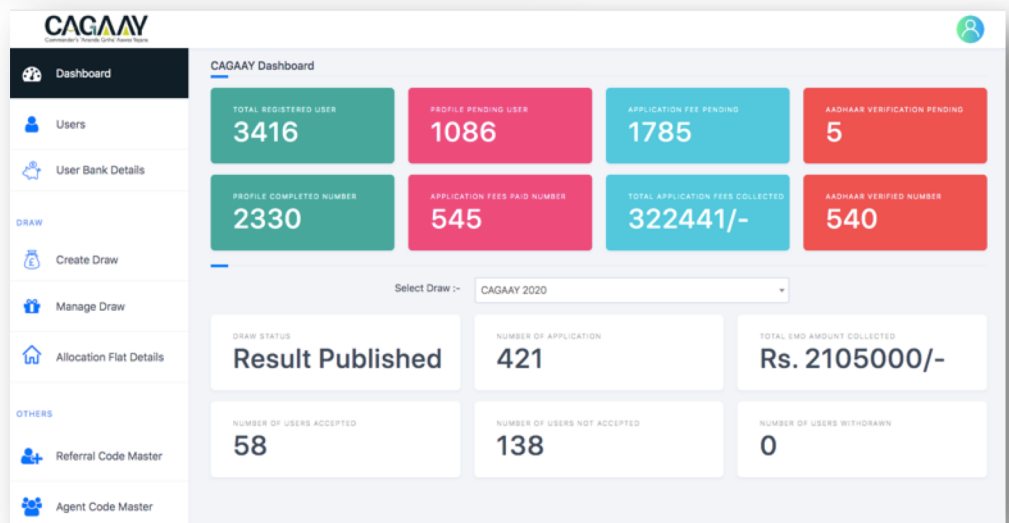


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www.cagaay.com


WWW.UNICHRONIC.COM



INDIA OFFICE

107 , POWER ONE , MUNDHWA,
PUNE 411036 ,MAHARASHTRA INDIA.



letstalk@Unichronic.com



+91-9689899969