

**Maya**<sup>®</sup>  
SOFTWARE TECHNOLOGIES  
www.maya123.com

SINCE 1999

DPIIT STARTUP

NEHRU PLACE

AI POWERED



// COMPANY PROFILE

# Custom Software Built with AI.

For 25+ years we have built, shipped and supported real software products. Now we help clients build websites, apps, automation, AI tools and complete software products - from idea to launch.

WHO WE ARE

# A software company that builds its own products - and yours.

Maya Software Technologies began software work in 1999. Today, as PremiumAV Private Limited - a DPIIT-recognised startup in Nehru Place, New Delhi - we design, build, ship and support practical software for businesses and product founders.

Unlike a normal agency, we also run our own products. That means we understand the full journey: idea, design, development, licensing, activation, support, updates and growth.

## Our mission

Reliable, secure, useful software - backed long after launch.

- ✓ Clear scope and transparent milestones.
- ✓ Source code and IP handover on completion.
- ✓ AI-assisted delivery for better speed and output.

**25+**

YEARS IN SOFTWARE

**AI**

ADOPTED IN DELIVERY

**5+**

OWN PRODUCTS

**Pvt Ltd**

DPIIT STARTUP



# Founder-led software experience since 1999.

02



Our strength is not only coding. It is the experience of building, launching, licensing and supporting real software products over many years.

**1999**

Maya Software Technologies began its software journey in Nehru Place, New Delhi.

**2000**

maya123.com went online, creating a long-term digital identity for the business.

**2000s**

Software development, distribution, retail technology and customer support experience.

**2010s**

Security technologies, antivirus source-code assets, OEM/rebrand possibilities and activation systems.

**2021**

PremiumAV Private Limited incorporated as the current legal entity.

**2022**

DPIIT Startup Recognition received (DIPP94551).

# Not just a service agency - a product and technology company.

03

Many vendors can create pages and screens. Maya brings product ownership, source-code understanding, security technology and long-term support experience into one engagement.

## Typical agency

- Builds only what is specified, often without product thinking.
- Focuses mainly on UI screens and delivery of files.
- May not understand licensing, activation, updates or post-launch support deeply.
- Limited experience in security software, desktop products and source-code rescue.

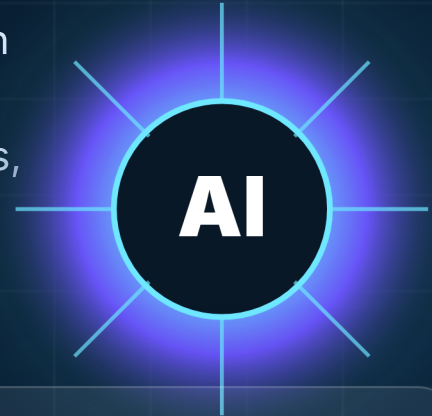
## Maya / PremiumAV

- ✓ 25+ years in software, with own products and real customer support.
- ✓ Antivirus technology, activation systems, backup, automation and AI integration.
- ✓ Source-code audit, project rescue, white-label and OEM understanding.
- ✓ Founder-led execution with NDA, IP clarity and long-term AMC support.

AI IS TODAY'S ERA - AND WE HAVE ADOPTED IT

# We build with AI, and we build AI into your product.

AI is not just a buzzword. Used correctly, it can reduce manual work, speed up development, improve customer support and turn documents, data and workflows into useful business intelligence.



## AI in how we build

- ✓ AI-assisted coding, review and documentation.
- ✓ Faster prototypes so you can test ideas earlier.
- ✓ Automated testing support and cleaner delivery.



## AI inside your product

- ✓ Chatbots, customer support assistants and lead capture.
- ✓ Document AI: read, extract, summarise and search.
- ✓ Workflow automation that learns from your process.

**AI aaj ka zamana hai. We help you use it practically - in sales, support, operations, websites and software products.**

# Built for clients who need more than just coding.

1

## Product-company mindset

We have built our own software products, so we think about users, support, updates, licensing and long-term ownership - not just screens.

2

## Security & Windows strength

Deep experience in antivirus, activation, backup, Windows desktop apps, APIs and business software - a rare combination for custom development.

3

## Clear business process

Discovery, proposal, milestones, demo builds, QA and handover. You know what is being built and when it will be delivered.

4

## Safe with your IP

NDA before sensitive sharing, secure handling of code/data and source-code handover after completion.

## Sales promise

We don't sell unnecessary complexity. We first understand your business, competitors, budget and recovery plan - then suggest the simplest software path that can actually work.

# From one website to a complete software product.

## Custom Software Development

Desktop, web and backend software made for your business process.

## Website & Web Apps

Company websites, landing pages, portals, dashboards and e-commerce.

## AI Integration

Chatbots, document AI, smart search, lead qualification and automation.

## Automation

Excel, Tally, email, WhatsApp, data and repetitive workflow automation.

## Windows Desktop Apps

.NET / native-style business tools, utilities, installers and updaters.

## Security / Antivirus Integration

Scanning engine, SDK/API integration, OEM bundling and white-label AV.

## Mobile Apps

Android and iOS apps connected with your backend and business workflow.

## API & Integrations

Tally, payment gateways, third-party APIs, cloud storage and portals.

## Project Rescue

Take over unfinished or broken software and bring it back to life.

## AMC & Support

Maintenance, monitoring, updates and long-term improvement after launch.

# Idea hai, par money nahi? Order hai, par capital nahi?

For selected opportunities, we may partner with founders and businesses by contributing development capability and selective capital. We do not advertise unrealistic limits. We back only projects we genuinely believe in.

## IDEA

### Idea but no funding

You bring the idea, market understanding and possible customers. We evaluate if we can build it with you and share the upside.

## ORD

### Order but no capital

You have an order or opportunity but lack resources to deliver. We can partner on execution - not as a loan, but as a structured partnership.

## SaaS

### SaaS partnership

We can build, host and maintain the platform while you focus on customers, sales, operations and market growth.

## How we decide

We check the problem, market, customer, competition, budget, timeline, expected recovery, IP terms and contribution from both sides. Terms may be fixed fee, revenue share, equity, co-investment or hybrid - always documented in a signed agreement.

## How partnership works

1

SUBMIT IDEA

2

EVALUATE

3

NDA

4

MODEL

5

BUILD

6

LAUNCH

7

GROW

## OUR PROCESS

# A clear path from idea to launch.

We keep the process simple and visible. You get clarity before development, demo builds during development and support after launch.

1

### DISCOVERY

Goal, users,  
competition

2

### SCOPE

Features,  
budget,  
timeline

3

### DESIGN

UX +  
architecture

4

### BUILD

Sprints +  
demo

5

### QA

Testing +  
fixes

6

### LAUNCH

Deploy +  
handover

7

### SUPPORT

AMC +  
growth

## Fixed Price

Best for clear  
scope and  
defined  
deliverables.  
Milestone-based  
payment.

## Time & Material

Best when scope  
evolves and you  
need ongoing  
iteration.

## Dedicated Team

Best for long-  
term  
development  
and continuous  
product growth.

## Technology we can use

Windows desktop, .NET, C/C++, Electron, Next.js/React, Node.js, Python, PHP, databases, payment gateways, Tally integrations, cloud storage, activation systems, AI chatbots, document AI and automation workflows.

# Our products are our proof.

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Real products show that we can build beyond a presentation. These are software products and platforms connected with our journey.

## PremiumAV Antivirus

Endpoint security product with scanning, updates, activation and customer support.

## PremiumAV Engine / SDK / OEM

Antivirus scanning engine with API, OEM, rebrand and white-label capability.

## Devnora Backup

Windows backup software with local and cloud backup workflows.

## Kundli 7

Vedic astrology software for horoscope, matching and report generation.

## LifetimeHosting.in

Hosting and web-presence service for businesses needing websites and online setup.

## RobotSky.in

Business automation platform for WhatsApp, workflows, leads and process automation.

## Media & credibility

Our work and products have been covered in technology media over the years. We use this experience to build serious, supportable software - not temporary experiments.

# Your code is safe with us.

We can inspect, rescue and improve existing software source code. This is useful when a project is incomplete, infected, badly documented, slow, insecure or dependent on an old developer.



## Secure intake

NDA first. Code is shared through a controlled channel, not pasted into a public form. Access is limited and deleted after the agreed review period.



## What we inspect

Malware, hardcoded passwords/secrets, license issues, build errors, broken dependencies, performance problems and security weaknesses.

## Project rescue

Old, broken or unfinished code - we analyse and provide a recovery plan.

## White-label / re-skin

We can rebrand and adapt software where licensing/IP allows it.

## Ready source code

Selected internal codebases may be licensed with proper agreement.

## Activation system

Online licensing and activation software can be provided as software or source code.

# PremiumAV Engine - the heart of a security product.

The scanning engine is the heart of antivirus software. It receives objects such as files, downloads and processes, scans them and returns a verdict that other components can use. PremiumAV antivirus technology can support engine integration, OEM bundling, white-label antivirus and build-your-own AV models.



## Engine Licensing

Integrate scanning capability into your own security software through an application interface.



## White-label Antivirus

Launch an antivirus product under your own brand with agreed branding and licensing terms.



## Build Your Own AV

For vendors who want their own product, activation and long-term growth without per-user dependency.



## Activation Management

Online license and activation management software can be sold as software or source code.

## Enterprise Technology Partnerships

Every antivirus, OEM, white-label and technology licensing engagement is evaluated individually. We assess technical requirements, deployment scale, support expectations, licensing structure, IP scope and long-term objectives before proposing a solution.

**Confidential Enterprise Discussions Available**

# We ask the right questions before we build.

## WEB

### For websites

- ✓ What is the purpose - leads, sales, booking, brand or portal?
- ✓ Competitor/reference websites you like.
- ✓ Pages, content, logo, budget, timeline and required features.

## AUTO

### For automation

- ✓ Which manual process wastes time today?
- ✓ Which tools are involved - Excel, Tally, email, WhatsApp, website?
- ✓ Volume, frequency, errors, approval flow and desired result.

**Good software starts with business understanding. We study your competitors, your budget and your recovery plan before we write code.**



# Built to be a safe, accountable partner.

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## Registered company

PremiumAV Private Limited,  
CIN  
U72900DL2021PTC379935.  
DPIIT-recognised startup:  
DIPP94551.



## NDA before sharing

We can sign an NDA before discussing source code, product details or sensitive information.



## IP & source handover

For client projects, ownership and source-code delivery are clearly defined in the agreement.



## Support after launch

Software needs maintenance. We offer AMC, updates, bug fixes, hosting support and improvements.

## Engagement principles

Clear proposal, clear scope, milestone billing, honest capability, no unrealistic funding claims, and practical solutions that help you recover your investment.

START NOW

# Tell us what you want to build.

Whether you need a website, automation, AI integration, mobile app, source-code rescue, antivirus technology or a complete product partnership - start with a short discussion.

## How to start

1

### SHARE IDEA

Goal, budget, timeline

2

### NDA

If needed before details

3

### PROPOSAL

Scope, time, price

4

### BUILD

Demo, deliver, support

## PremiumAV Private Limited

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