Mobile Apps- The Digital Aid For Success

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The trend for Mobile App development has risen remarkable in the last couple of years. Mobile app development trends are defined by demand. In 2020 one of the consequences of the COVID-19 pandemic was a dramatic spike of demand for certain mobile app categories

(Online Grocery, OTT platforms, Online Medical Consultations, Music, Social media and much more)

Mobile apps that were helping people to adapt and cope with the pandemic became extremely popular and – to meet quickly rising demand – companies had to heavily invest in development of these apps to increase their capacity and bring new features.

The global mobile application market size was valued at $106.27 billion in 2018, and projected to reach $407.31 billion by 2026, growing at a CAGR of 18.4% from 2019 to 2026.

Increase in data usage and internet penetration has been one of the major factors driving the growth of the market in developing countries such as China, India, and Brazil.

The primary goal of mobile applications is to help users to connect them to internet services by enabling them to use the internet on their portable devices.

Having a mobile application gives multiple advantages to a business. Listed below are few:

- ✓ Direct Communication and Engagement with Clients and Customers
- ✓ Providing a digital experience to the customer at the tip of their fingers
- ✓ Boost sales by ensuring customer satisfaction
- ✓ Create a useful Marketing Channel
- ✓ Improve Customer Engagement by providing a single platform for all the needs
- ✓ Provide more value to customers by creating an Effective Loyalty Programme

If you want to know more about how Mobile Applications can help your business, get in touch with us!
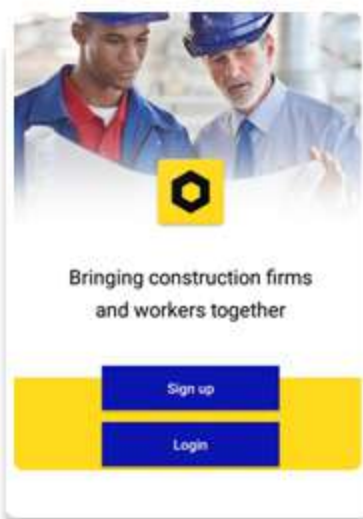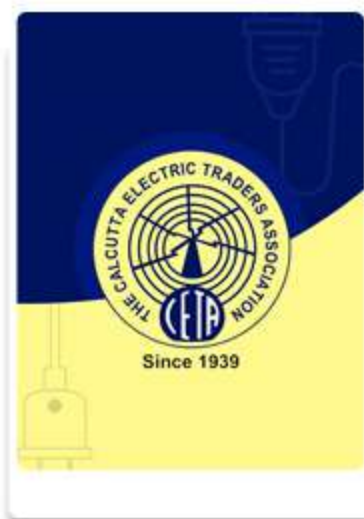
Some of the Mobile Apps recently developed by us:

I-Theatre
(OTT Platform)

Oye Hoye
(Social Video sharing)

Openforce
(Recruitment Platform)

CETA
(Business Association)

CEO Speaks-

"Our goal is to help any corporation to automate and grow their business with the help of smart technology. Businesses are adapting to the digital age. Not just brands but organizations are adapting the use of mobile applications for their internal communications and organizational needs as well. That is one of the perks of mobile applications, that it can be made as per your needs. Stepping into pandemic digitization has been a major aid. Mobile applications have huge potential and with the development of recent technology it promises to deliver more."

- Mahesh Gupta, CEO, Lee & Nee Softwares (Exports) Ltd

To know more about the solutions, visit our website or call at

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