

Saranyu Technologies



Trusted Technology Partner in your OTT Journey

About Us

Saranyu vision & mission

Vision

“Be the technology partner of choice for content owners to effectively monetize their digital content”

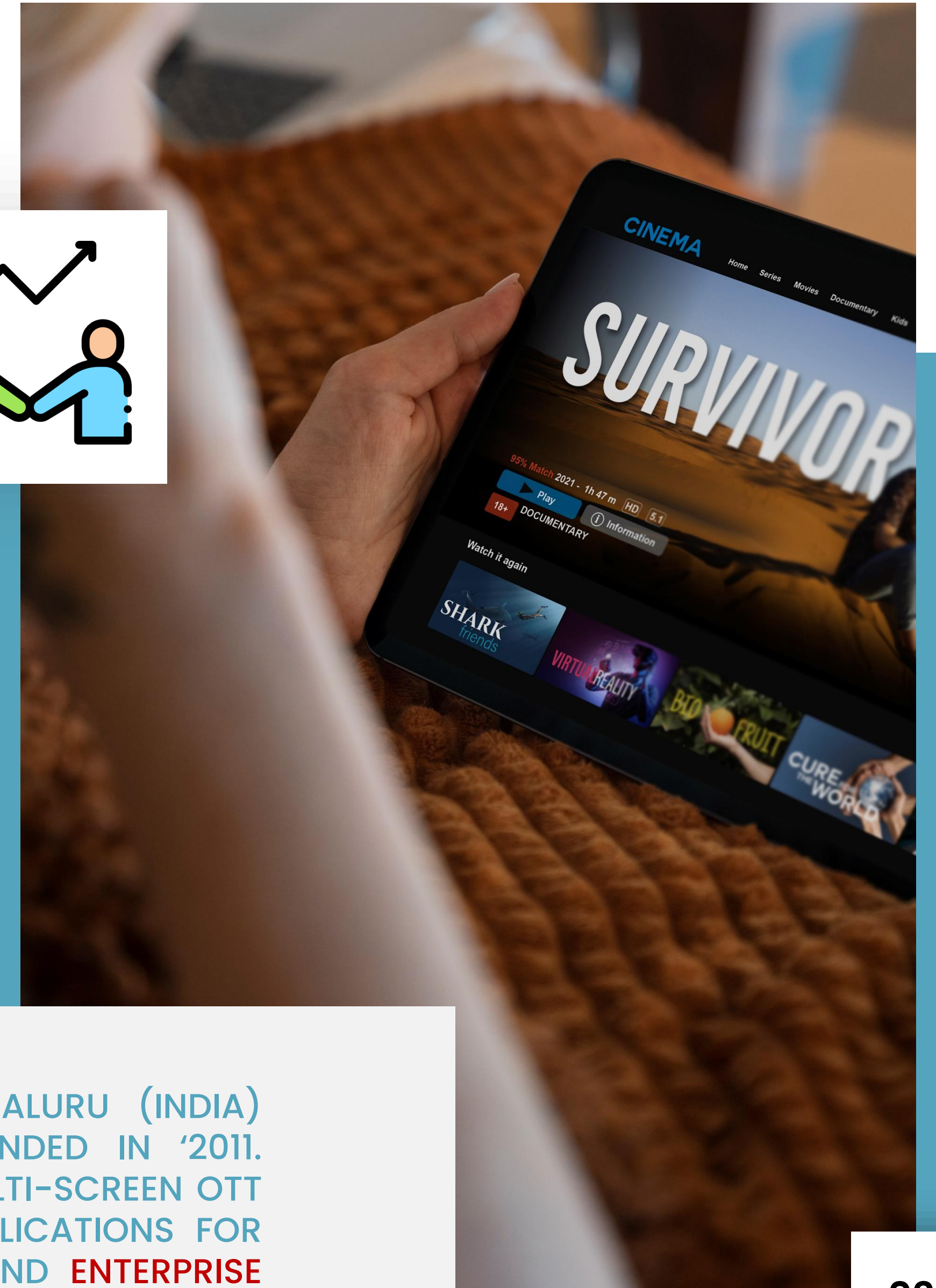
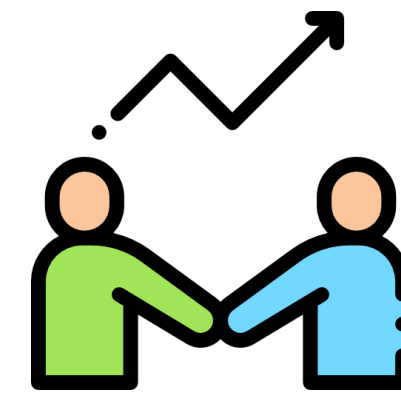
10+ Years

Saranyu has more than a decade of experience in building OTT solutions.

Mission

“Empower content owners to stay competitive in the burgeoning world of multi-screen OTT, by providing them with world-class OTT technology solutions .”

SARANYU TECHNOLOGIES IS A BENGALURU (INDIA) BASED TECHNOLOGY COMPANY FOUNDED IN '2011. SARANYU DEVELOPS AND DELIVERS MULTI-SCREEN OTT VIDEO PLATFORMS, SOLUTIONS & APPLICATIONS FOR ENTERTAINMENT, EDUCATION, NEWS AND ENTERPRISE MARKETS



Management Team

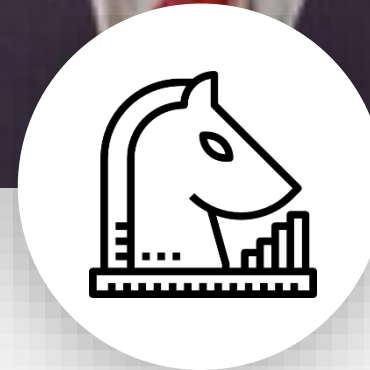
that propels Saranyu forward ...



A dynamic team

having more than 90+ years of IT experience that has led Saranyu to be a successful technology company!

Saranyu management team has deep expertise in Mobile, Cloud, and Video technologies that are fundamental for creating any high performing B2C / B2B OTT service.



Suresh BG

Founder, Chairman

A veteran technologist with 34+ years of experience across many IT companies having deep expertise in several technology fields.



Rajendra Turakani

Co-Founder, CEO

A passionate techno-business leader with 23 years of experience and expertise in both S/W & H/W domains.



Mohan Kumar PS

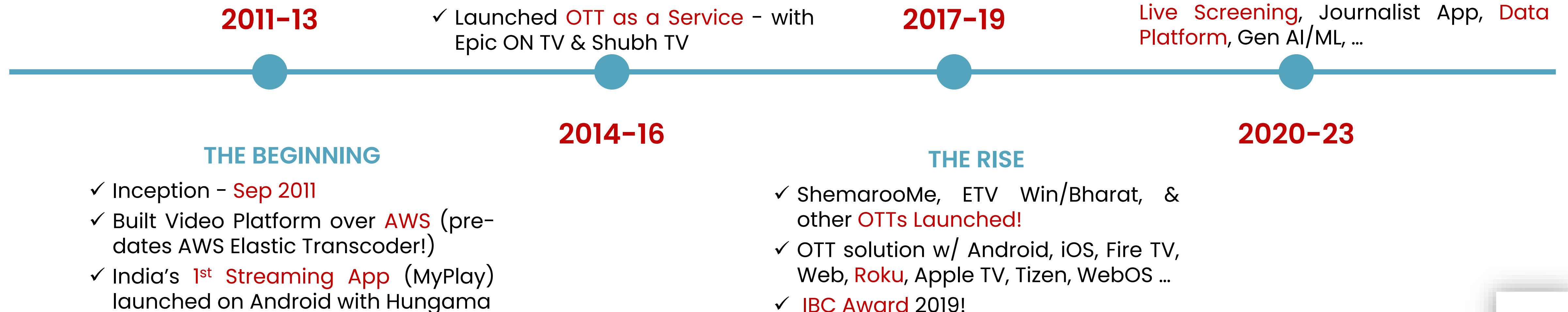
Co-Founder, COO

A business leader with 34+ years of experience across several telco. tech. companies, and has setup multiple ODCs.

Timeline

of Saranyu since inception ...

SARANYU HAS BEEN AT THE FOREFRONT OF OTT TECHNOLOGIES IN LINE WITH THE EVOLUTION OF OTT DOMAIN OVER YEARS. SARANYU HAS MANY OTT FIRSTS TO ITS CREDIT.

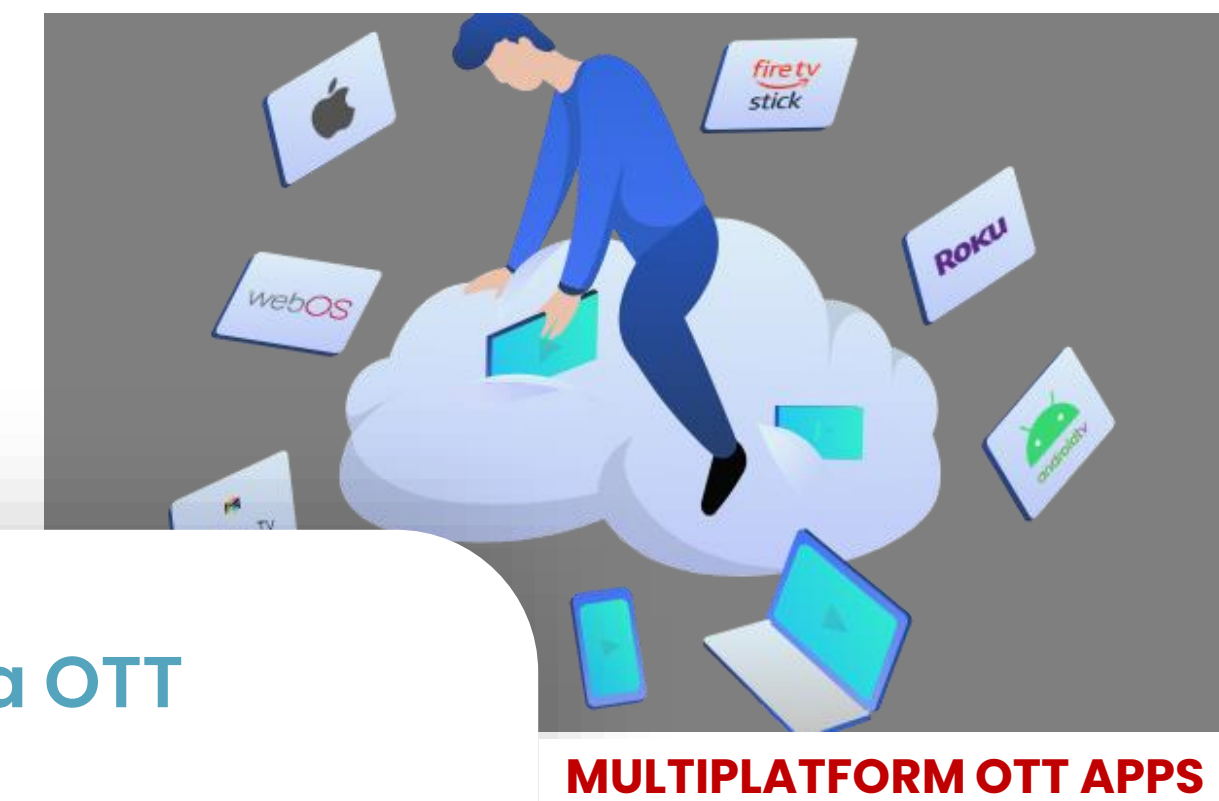
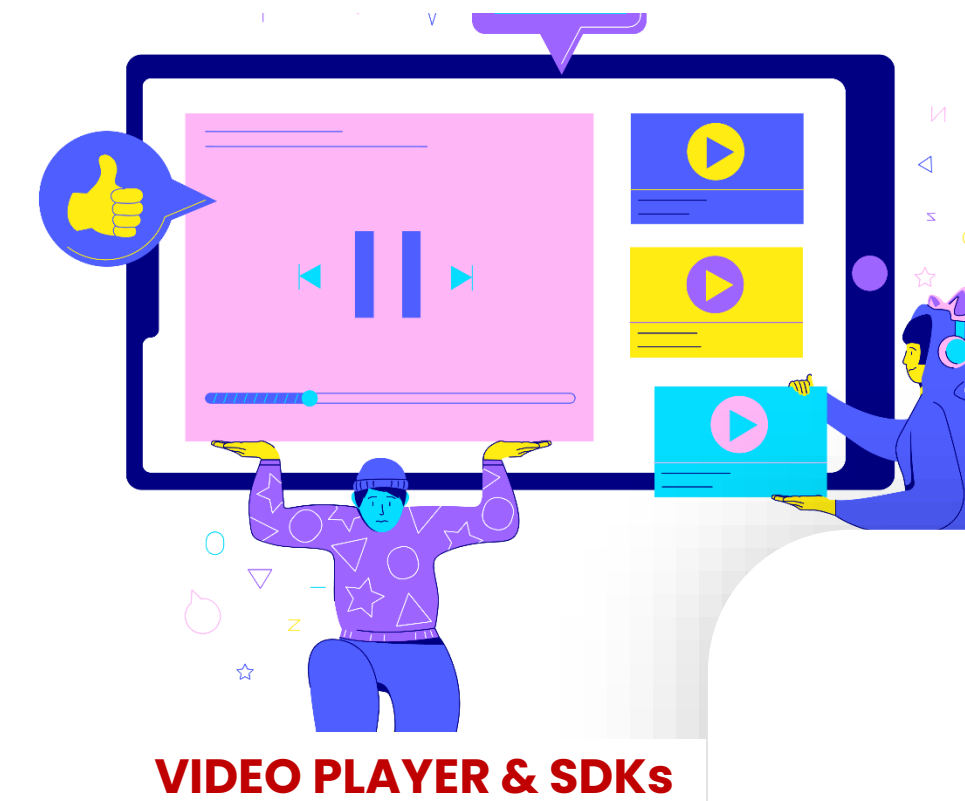
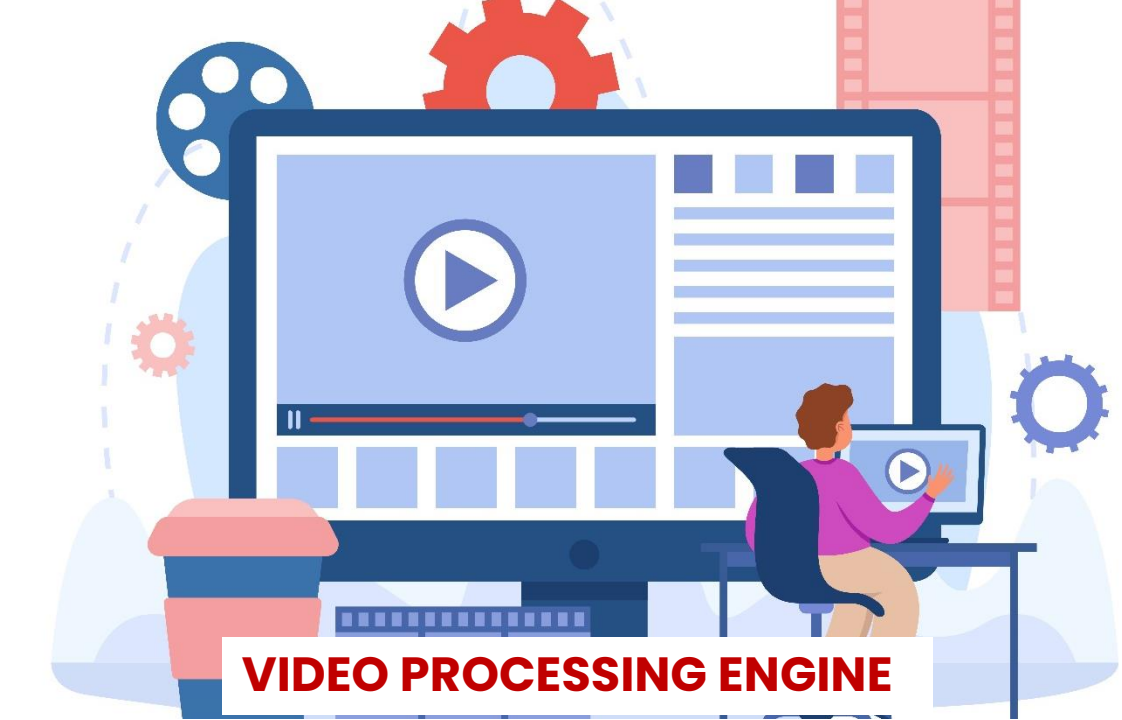


Our Flagship Product

InstaOTT a World-class OTT Solution



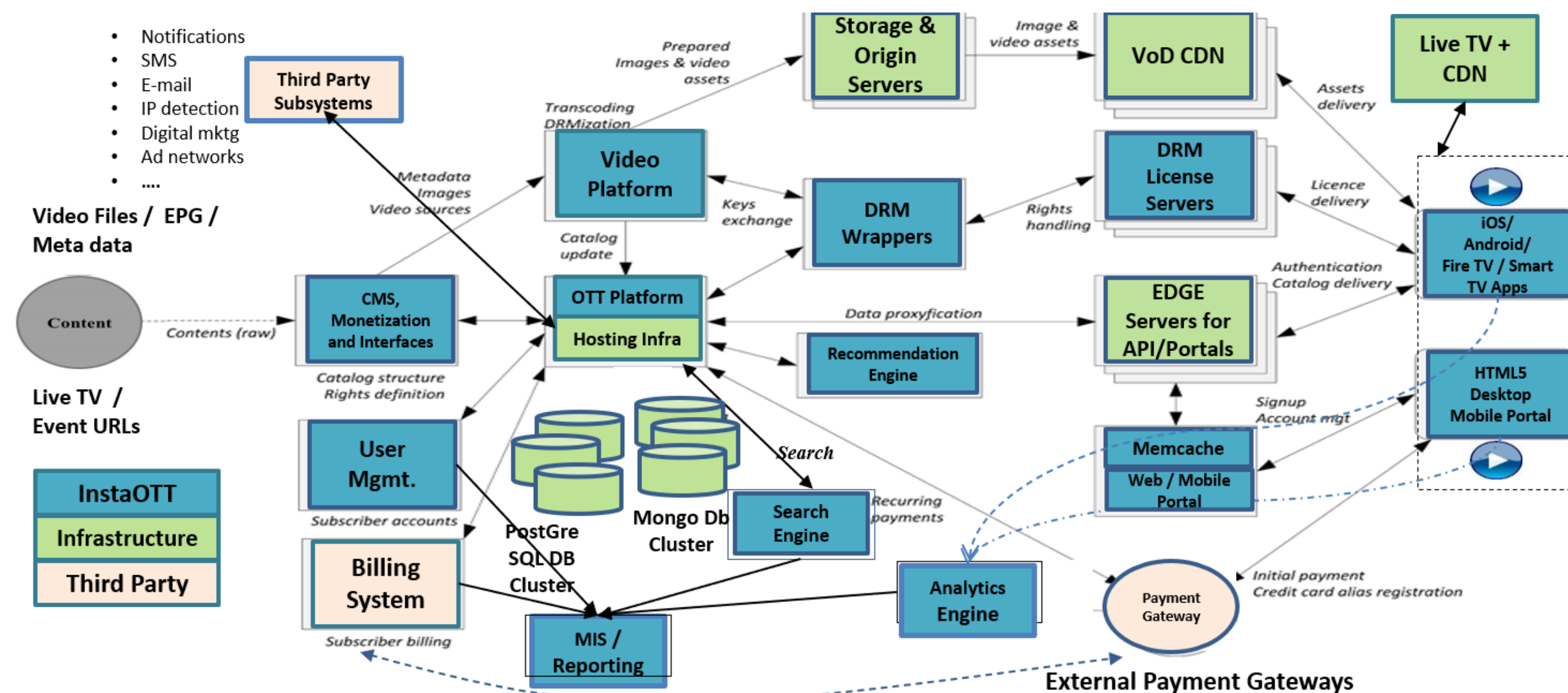
InstaOTT, a comprehensive OTT solution from Saranyu, that is feature-rich, highly scalable, multi-platform, customizable, time-tested, cost-effective, and white-labelled.



Insta OTT
An End-to-End OTT Solution

InstaOTT includes

- ✓ a GUI centric CMS
- ✓ 4K/HD/SD Video Transcoding Engine,
- ✓ In-built DRM
- ✓ Feature-rich Video Player & SDKs
- ✓ User Management
- ✓ Monetization Models (AVOD, SVoD, TVoD, B2B)
- ✓ Analytics & Recommendations
- ✓ Full suite of Apps across all platforms



Features

InstaOTT Solution Highlights

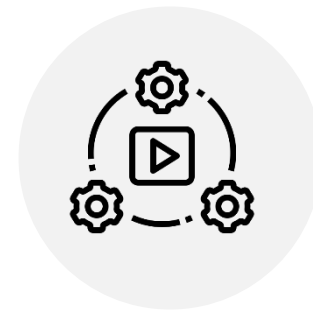


INSTAOTT SOLUTION INCLUDES FULL SUITE OF APPLICATIONS (APPS) ACROSS WEB, ANDROID, IOS, FIRE TV, ANDROID TV, ROKU, WEBOS, TIZEN, APPLE TV, SET-TOP BOX, CHROME CAST / AIRPLAY, GAMING CONSOLES, AND OTHER CUSTOM OS APPS.



CMS

A GUI driven content management system with extensive catalogs & metadata support, dynamic listing, search/sort, filtering, EPG, & App Configuration.



Video Engine & DRM

Multi-bit rate SD/HD/4K VoD fast transcoding, Adaptive streaming – HLS/DASH/CMAF, HTTP/FTP/Aspera, Storage & Multi-CDN, DRM, Downloads, Live TV, & Smart Video URLs



Video Player

Skinnable HTML5 Video Player & device SDKs, with trick play, quality selection, DRM, Ads, DVR, Analytics, time/device shift, multi-track, sub-titles, & VR-360



Analytics & Reports

Supports GA, Firebase, Matomo, Branch, Netcore, & Custom Analytics with MIS/Reporting across all OTT metrics.



User & Monetization Models

User Management, Profiles, Privileges, Devices, Password Mgmt., AVoD (VAST/VMAP), SVoD, TVoD, B2B & extensive set of Payment Gateways,



Personalization

Video Recommendations, See Also bands, Trending, Likes, Shares, Comments, Continue Watching, Favorites, Playlists, Watchlists & Notifications.

Recent Products

Launched by Saranyu ...



SARANYU LAUNCHED SEVERAL NEW PRODUCTS IN YEAR 2023 THAT ARE NOW MARKET DEPLOYED. HERE ARE SOME OF THEM ...

Telco OTT

OTT in Telco Data Center

Saranyu Telco OTT is Telco-ready B2B monetization platform.

Moodle Video

Enterprise Learning Platform

Saranyu Video plugin for Moodle powers video centric learning

Short Video Player

Reels like Videos

Integrate Reels like Short Videos into OTT, News, & Ed Tech Apps



MARKET DEPLOYED OTT PRODUCTS FROM SARANYU

New Products

from Saranyu on the horizon ...

COMING
SOON

SARANYU CONTINUOUSLY WORKS ON NEW PRODUCTS FOR THE OTT MARKET AND AUGMENTS ITS PORTFOLIO. HERE ARE SOME TARGETED FOR YEAR 2024-25

Free Ad Support TV (FAST)

Launch FAST channel

Saranyu FAST platform is a scalable solution for launching FAST channels.

Content Aware Encoder

Reduce CDN Bandwidth

Saranyu CAE can save up to 40% on CDN bills w/o sacrificing video quality.

Customer Data Platform

Deep Data Analytics

Saranyu CDP is scalable, data aggregation & visualization platform

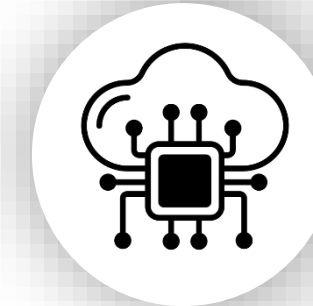


ENHANCE YOUR OTT SERVICE WITH SARANYU'S NEW PRODUCTS

Services

from conception to launch ...

Saranyu offers wide variety of technology services for OTT design & development. This includes custom OTT development, OTT systems engineering, OTT App UI/UX design & development, system integration (SI) & testing, bulk transcoding, & content management.



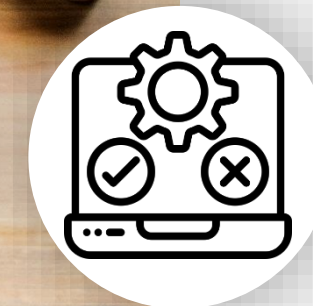
Custom OTT Design & Development

Saranyu has extensive experience in creating OTT services from conception to launch. Saranyu offers services across all phases of OTT development, customized to client requirements.



OTT / Video Apps Development

Saranyu has deep expertise in video technologies. Saranyu offers development services in mobile, web, & TV video centric Apps including UI/UX design.



OTT System Integration & Testing

With its multi-year OTT design & development experience, Saranyu is in a vantage position to validate & test new OTT services. Saranyu offers OTT system integration & testing services.

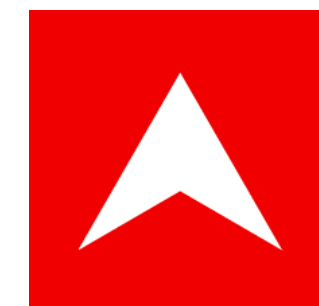


Customers (1 of 2)

Top OTT services powered by Saranyu



SARANYU HAS POWERED MORE THAN 30 B2C/B2B OTT SERVICES. SOME OF THEM INCLUDE DITTO TV, SHEMAROOME, TARANG PLUS, 9MOBILE, ETV WIN, DANGAL PLAY, ETV BHARAT, AND INDIA SCIENCE!



Customers (2 of 2)

Top OTT Customers served by Saranyu



Saranyu has provided technology services to several OTT services and applications – strengthening architecture, enriching features, improving performance, proving concept, & identifying defects to name a few of those value additions.

Disney+ hotstar



Integrate Dolby 5.1 + Atmos technology (codecs + toolchains) into Hotstar OTT workflow. Review & update Hotstar video player.

MTN Pulse Play



Architect, design and implement video application components (based on Azure Media Services) in MTN life style App.

PVR



Design & implement AWS Media Convert based workflow for PVR's Live Screening of theatrical events.

Voot



Design & implement a scheme to enhance Voot DRM to support Microsoft PlayReady DRM, without disrupting OTT service.

Video Verse



Architect, design, and implement a Video Re-streamer product. Enhance Web based Video Editing application.

Virtusa



Create a Smart TV OTT test plan and implement test cases based on the plan for 100% OTT test coverage.

Partners

that Saranyu collaborates with ...



Saranyu has partnered with several infrastructure providers, CDN vendors, digital AV tech. companies, digital marketing & analytics vendors, and DRM providers. The partnership helps immensely in increasing the value of Saranyu's OTT solutions. Here are some of them ...



OTT Service is a complex interplay of several digital technologies. And it may be next to impossible for one single vendor to offer all the necessary technologies. Hence partnerships are vital for a OTT solution provider. Saranyu has associated itself with quality partners for offering its solutions



Recognition

Awards & Accolades that Saranyu has won



SARANYU HAS RECEIVED MANY APPRECIATIONS FROM ITS CUSTOMER FRATERNITY FOR ITS VALUE ADDITIONS IN THEIR OTT JOURNEY. SARANYU HAS ALSO RECEIVED SEVERAL RECOGNITIONS AT LARGE. HERE ARE SOME OF THOSE ...



Aegis Graham Bell Awards 10th Edition

Under the Media Tech category, the jury was impressed with Saranyu Digital News OTT product and selected for final round.



IBC 2019 Content Everywhere

ETV Bharat along with Saranyu & other partners pipped Akamai, Media Kind & Facebook Watch App to win the coveted award.



5th Indian ISV AWARD 2020

Saranyu was adjudged winner in the vertical market solution of the year under SME category.

of Saranyu Solutions & Services

SaaS

OPEX WITH MINIMAL
UPFRONT FEE

- ✓ OTT as a Service
- ✓ Monthly Recurring
- ✓ Infra*, Platform & Apps
- ✓ Minimal Customization



* Self hosting options available

Perpetual License

NON-EXCLUSIVE BINARY /
SOURCE LICENSE, ONE TIME FEE

- ✓ Non-compete License
- ✓ One Time Fee + AMC
- ✓ No Infra, Platform & Apps
(Self hosted)
- ✓ Customization @ Cost



Custom

CUSTOM OTT
DEVELOPMENT

- ✓ Own Source Code
- ✓ Work for Hire / T&M
- ✓ Platform, Apps, SI, Test
(Self hosted)
- ✓ Dedicated Team



Saranyu in numbers

60+

ENGINEERING STAFF

With expertise in Mobile, Video, Cloud & other Software Technologies

30+%

REVENUE GROWTH

Profitable since Inception & stable revenue growth

20+

ACTIVE CUSTOMERS

Saranyu has consistently added new customers year-on-year

+20 m

OTT USERS

Saranyu powered OTTs cumulatively have more than 20 million users



- ✓ 100+ people by '26
- ✓ 40% Revenue Growth by '26
- ✓ 50 customers by '26
- ✓ 100 m OTT users by '26
- ✓ 10 Tech. Patents by '26

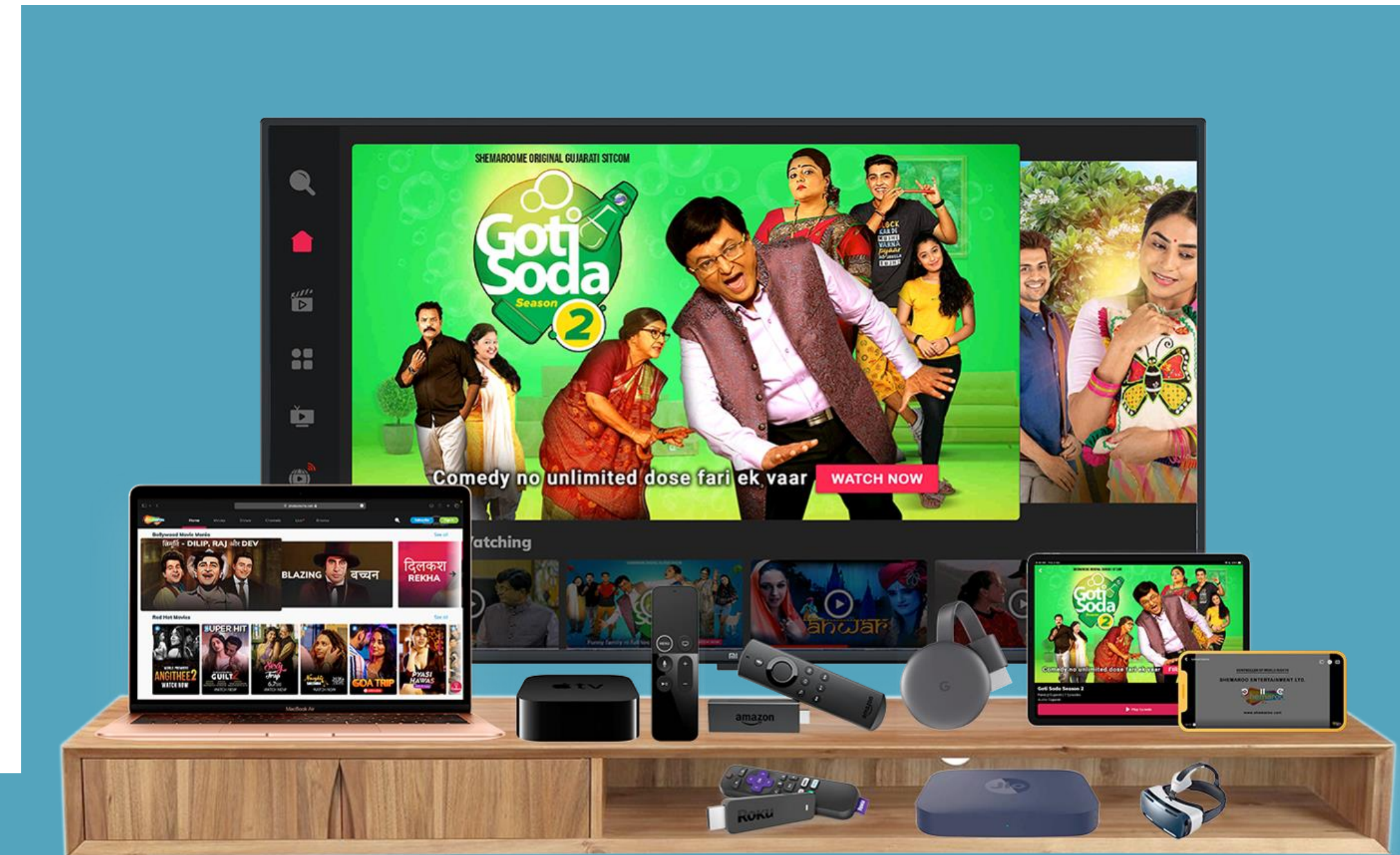
OVER THE LAST 10 YEARS SARANYU HAS CONSISTENTLY GROWN IN ALL DIMENSIONS – PEOPLE, REVENUE, & CUSTOMERS

Showcase

ShemarooMe – a leading OTT service from India

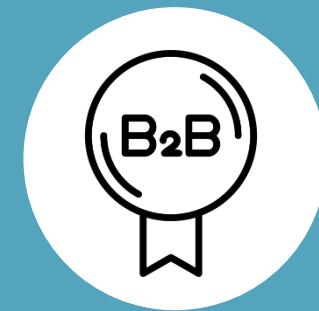


SHEMAROOME IS A CLASSIC EXAMPLE OF AN OTT WITH EXHAUSTIVE SET OF FEATURES, MULTITUDE OF PLATFORM DEPLOYMENTS, B2B/B2C MODELS, HUNDREDS OF THIRD PARTY INTEGRATIONS & HAVING GLOBAL REACH.



Multi-platform

ShemarooMe is available on Web, Android, iOS, Apple TV, Android TV, Fire TV, Roku, WebOS, Tizen and more



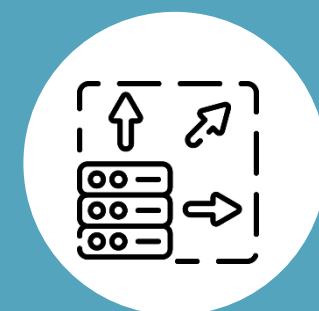
B2B Integrations

ShemarooMe has more than 100 B2B integrations including Telcos, Paywalls, Travel, e-commerce portals, among others.



Monetization Models

ShemarooMe has AVoD, SVoD, TVoD models across several categories like Bollywood, Gujarati, Marathi, Punjabi, Kids, Spiritual, & Comedy ...



Large Scale Deployment

ShemarooMe has more than 10 million consumers, across several countries with high streaming concurrency. And supports SD/HD/4K VoD/Live.

And Saranyu is the sole technology partner of ShemarooMe for all its OTT technology needs including platforms, apps, integrations, analytics, reports, and future roadmap.

Opinion

Meet expert from OTT industry



+10 m

"ShemarooMe is **one stop** destination for authentic **Indian content**. With access to over **3700+** titles, it has something for everyone in the family. One can watch **movies, TV shows, songs** and **24x7 TV** from various categories in many **regional** languages."



"SARANYU IS A GREAT EXAMPLE OF DECADES OF SOUND TECH EXPERIENCE, LED BY 3 VERY UNASSUMING GROUNDED FOUNDERS WHO LET THEIR WORK DO THE TALKING ...

DURING THE 8 MONTHS OF LOCKDOWN, **TEAM SARANYU TECHNOLOGIES** PROVIDED **EXCELLENT SUPPORT AND COMMITMENT** TO TEAM SHEMAROOME WHILE WORKING ON **LARGE TECH IMPLEMENTATIONS WITH STIFF DEADLINES** UNDER A WFH SITUATION."

Zubin J Dubash Ex-COO, ShemarooMe OTT & Digital Business

Saranyu has powered ShemarooMe OTT and has been instrumental in taking its user base from none to more than 10 million! ShemarooMe OTT has both B2B and B2C flavors, with more than 100+ B2B integrations. ShemarooMe OTT is available on Web, Android, iOS, Fire/Android TV, Apple TV, Roku, WebOS, Tizen, and many other platforms.

Showcase

ETV Bharat – a Digital First Newsroom

ETV BHARAT IS MULTI-TECHNOLOGY PLATFORM CONCEPTUALIZED JOINTLY BY ETV & SARANYU. IT INCORPORATES SEVERAL INNOVATIONS IN DIGITAL NEWS. SARANYU SUCCESSFULLY ARCHITECTED, DESIGNED & DELIVERED THE PRODUCT THAT INVOLVED CO-ORDINATING WITH SEVERAL STAKEHOLDERS.



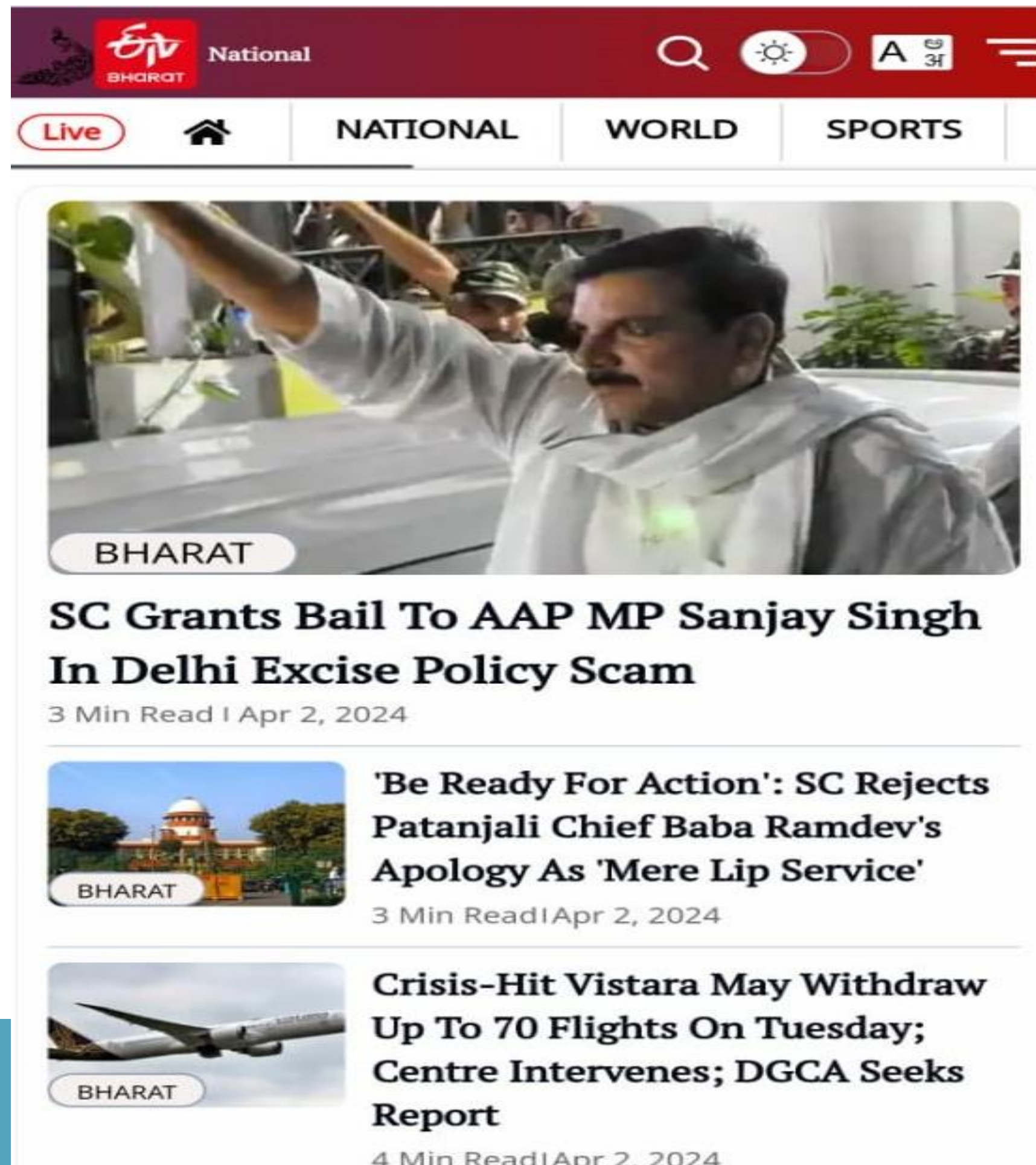
The Problem

Design & deploy a digital first newsroom workflow that is video centric, multi-lingual, multi-regional, scalable, & robust.



Our Solution

Hybrid Cloud based portioned architecture with headless CMS and scalable OTT application platform, & Mojo integrated.



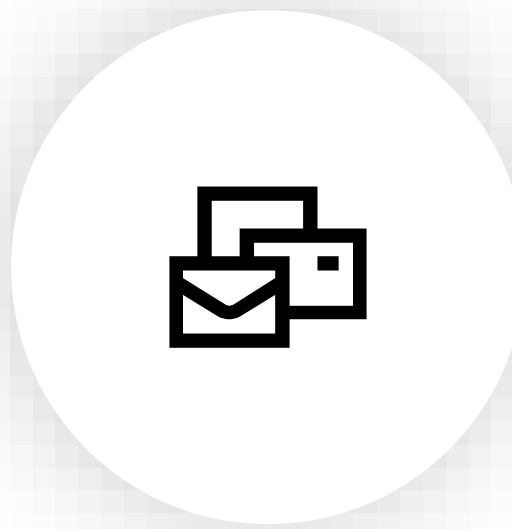
6th Year

Project Statistic

- 15 languages
- 24 states
- 1500+ reporters
- 1000+ content editors
- 10 input videos / minute
- Millions of users

Showcase

School Surveillance Live Streaming Solution



The Problem

A scalable remote video surveillance solution for parents to watch their tiny tots during school hours



Our Solution

An AWS cloud based CCTV/IP camera ingest, process, streaming platform with high in-built security.

Security Features

- VPN Ingest
- Secure process
- DRM
- Encrypt & Store
- Secure URLs
- User Id / Password



KLAY SCHOOLS, ONE OF THE BEST PRE-SCHOOL & DAY-CARE CENTERS IN INDIA, WITH 2000+ EDUCATORS AND 100+ CENTERS CATERING TO 50,000+ FAMILIES & 500+ CORPORATE PARTNERS. KLAY SCHOOL SURVEILLANCE IS POWERED BY SARANYU CLOUD BASED LIVE STREAMING SOLUTION.

2000+ Cameras

Platform Features

- ✓ Multi-Ingest, transcode, live stream, single/multiple/grid view
- ✓ SD/HD Support
- ✓ Archival – AWS S3/Glacier
- ✓ Scan, Snap
- ✓ Enterprise grade

Showcase

BookMyShow STREAM



BOOKMYSHOW (BMS) IS INDIA'S LEADING ENTERTAINMENT DESTINATION AND THE ONE-STOP-SHOP FOR EVERY OUT-OF-HOME ENTERTAINMENT NEED. DURING TOUGH COVID TIMES, TO AUGMENT ITS BUSINESS, BMS WHICH HAS ACCESS TO MILLIONS OF CUSTOMERS, INTRODUCED A **CURATED MOVIE STREAMING PLATFORM** TO CATER TO OTT AUDIENCE, POWERED BY **SARANYU!**



+ InstaOTT

Powered by Saranyu

Saranyu OTT solution integrated seamlessly into BMS workflow. The solution included CMS, Transcoding Engine, DRM, Apps & Analytics.



HD/4K Video Streaming

Targeting Smart TVs & High end Smart Phones. STREAM offers high quality HD/4K Video Streaming experience.



Buy or Rent (TVoD)

Defying the norms, STREAM offers TVoD (instead of AVoD / SVoD) based option for OTT consumers.



Multi-platform

STREAM is available on Fire TV, Android TV, Apple TV, Tizen, WebOS, iOS & Android.

Value Proposition

that Saranyu puts forward ...



SARNAYU BRINGS SEVERAL VALUES TO THE TABLE AND HAS KEY PARTNERS WHO MULTIPLY THOSE VALUES.

OTT Domain Expertise

Saranyu has in-depth expertise in large scale OTT development & video processing / streaming.

Flexible Business Models

Saranyu offers multiple business models including SaaS, One Time, Custom, Fixed Cost, T&M among others.

Solid Product Roadmap

Saranyu invests year-on-year in new technology and product development that adds significant value.



**Unique combination
of Products &
Services**



**World-class Talent
with rich experience**



Saranyu caters to all your OTT technology needs – platforms, apps & solutions.

Contact

Contacts us for all your OTT needs & more ...

GET IN TOUCH

Our Address

Vasant's Business Center
No. 15, 3rd Floor
Queens Road, Vasanth Nagar
Bengaluru – 560052, India

Office Hours

Monday – Friday
09:00 AM – 06:00 PM

Call Us

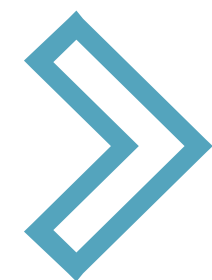
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Thank You.



SARANYU TECHNOLOGIES IS A LEADING OTT SOLUTION PROVIDER
THAT CATERS TO ALL YOUR OTT TECHNOLOGY NEEDS.
TALK TO OUR SALES REPRESENTATIVE TODAY!