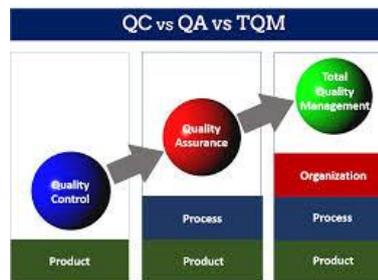


BUSINESS PLAN



Deming Technologies — Empowering Innovation, Ensuring Quality, Driving Tomorrow.



Deming Technologies Lab

Issue No.1 Issue date 01.01.2026 Rev No.00 Rev date 01.01.2026

Prepared By : Investor Manager	Reviewed By : Business Development Manager	Approved By : Director
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This document is maintained on electronic media. The user is responsible for determining the current revision level before using it.

LIST OF ABBREVIATIONS USED

Commonly used abbreviations in documentation are enumerated below:

Abbreviation	Description
DTL	Deming Technologies Lab
CAGR	Compound Annual Growth Rate
ESG	Environmental, Social, and Governance
CSR	Corporate Social Responsibility
SaaS	Software as a Service
TIC	Testing, Inspection & Certification
MBO	Management Buyout
MoU	Memorandum of Understanding
ISO	International Organization for Standardization
HACCP	Hazard Analysis and Critical Control Point
OHSAS	Occupational Health and Safety Assessment Series.

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II. Authorization

Business Plan has been established for meeting the requirements of Investors to generate the investment.

The Top Management of Deming Technologies Lab have reiterated the desire of the company to implement and maintain business plan for Investors to generate the investment.

Business Plan has been authorized by the undersigned for circulation and implementation at all levels in the company.

Revisions shall be prepared by Investor Manager, reviewed by approved by the undersigned.

Director,
For **Deming Technologies Lab**

Issue No.1 Issue date 01.01.2026 Rev No.00 Rev date 01.01.2026

Prepared By : Investor Manager	Reviewed By : Business Development Manager	Approved By : Director
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III. Foreword

The purpose of this **business plan** has been established for meeting the requirements of Investors to generate the investment by **Deming Technologies Lab**.

General details, organizational structure, responsibilities, authorities and relationship of personnel and the method of carrying out of task of each element of the system have been given in this **business plan**. Wherever applicable references have been given to other relevant documents.

Business Plan provides guidance to invest in our organizations with this documented system, maintain orderliness and ensure clarity and uniformity in the description of work by different personnel.

Investor Manager is responsible for control of the contents, distribution and general administration of this **business plan**. Up-dated **Business Plan** is made available to recipients as soft copy with “read only” access.

The uncontrolled copies of this manual are issued for general information of our investors and other interested parties and the revision follow-up of these is not definite.

This manual will be of use to our investors and other interested parties for knowing our investment portfolio, its investment opportunities, our capabilities and our investment opportunities provided by us. This will also be useful to them to know how we are fulfilling investors / interested parties’ requirements and are continually improving keeping in view the range of our investment portfolio, systems and facilities

IV. Introduction

Deming Technologies Lab is a leading **testing, inspection, and certification (TIC) service provider** in India, committed to delivering accurate, reliable, and timely solutions across industries. Serving manufacturers, startups, MSMEs, exporters, healthcare organizations, and government bodies, the lab helps businesses meet both domestic and international regulatory standards. By leveraging advanced technology, skilled professionals, and accredited processes, it ensures quality, compliance, and operational excellence for its clients.

The lab offers a **comprehensive range of services**, including product testing, inspections, ISO and industry-specific certifications, consulting, training, and ESG solutions. Its client-focused approach includes flexible service packages, subscription models, and strategically located labs to reduce turnaround times and improve accessibility. This enables businesses of all sizes to efficiently achieve compliance and enhance their market credibility.

With early market traction, strong partnerships, and a focus on **innovation and education**, Deming Technologies Lab not only provides technical solutions but also promotes awareness about quality and regulatory standards. By combining technological expertise, operational efficiency, and industry guidance, the lab positions itself as a trusted partner for businesses aiming to grow, compete, and maintain sustainable practices in today's evolving market.

V. Overview Summary

Deming Technologies Lab is a prominent testing, inspection, and certification (TIC) service provider in India, dedicated to helping businesses ensure product quality, safety, and regulatory compliance. The lab serves a wide spectrum of clients, including manufacturers, startups, MSMEs, exporters, healthcare organizations, and government bodies. By integrating advanced laboratory technology, skilled professionals, and recognized accreditations, Deming Technologies Lab provides reliable and timely solutions that meet both domestic and international standards.

The lab offers a comprehensive suite of services that spans product testing, on-site inspections, ISO and industry-specific certifications, consulting, and training programs. In addition, Deming Technologies Lab delivers ESG and sustainability solutions to help organizations adopt environmentally and socially responsible practices while maintaining operational efficiency. This holistic approach ensures that clients receive end-to-end support for quality assurance and compliance, minimizing risks and enhancing their credibility in the market.

With a client-centric model, the lab emphasizes flexibility and accessibility. Customized service packages, subscription-based models, and strategically located labs across major states ensure faster turnaround times and convenient access for businesses of all sizes. By focusing on both small-scale enterprises and large industrial clients, Deming Technologies Lab bridges gaps in the market, making high-quality TIC services more affordable and attainable.

Deming Technologies Lab has achieved early traction in the market by securing key industrial clients and building trust through consistent, high-quality service. Its commitment to research, innovation, and industry education further distinguishes it from competitors. By promoting awareness about regulatory compliance and best practices, the lab not only delivers technical solutions but also empowers businesses to improve processes, ensure sustainability, and achieve long-term growth in a rapidly evolving market.



BUSINESS PLAN

February 2026

Executive Summary

Deming Technologies Lab is a technology-driven company focused on delivering innovative digital solutions across software development, data analytics, and emerging technologies such as artificial intelligence and automation. The organization aims to help businesses improve efficiency, decision-making, and scalability through customized technology services.

The company's core offerings typically include:

- **Custom Software Development** – Building tailored applications to meet specific business needs.
- **Data Analytics & Insights** – Transforming data into actionable intelligence.
- **AI & Automation Solutions** – Enhancing productivity through intelligent systems.
- **IT Consulting Services** – Guiding digital transformation strategies.

Deming Technologies Lab emphasizes **quality, continuous improvement, and customer-centric innovation**, drawing inspiration from modern engineering practices and data-driven methodologies. Its approach focuses on delivering scalable, secure, and cost-effective solutions to clients across various industries.

With a commitment to innovation and operational excellence, the company positions itself as a strategic partner for organizations seeking to leverage technology for competitive advantage and long-term growth.

Vision, Mission & Core Values

Vision

To become a global leader in delivering intelligent, scalable technology solutions that transform businesses. To empower organizations through innovation, data, and automation to achieve sustainable growth and excellence.

Mission

To design and deliver innovative, high-quality software, AI, and data-driven solutions tailored to client needs. To enable businesses to improve efficiency, make smarter decisions, and accelerate digital transformation through reliable technology and continuous innovation.

Core Values Integrity:

We uphold the highest standards of honesty, transparency, and accountability in all our actions. We build trust by doing what is right—consistently, ethically, and responsibly.

Innovation:

We embrace creativity and continuously explore new technologies to deliver forward-thinking solutions. We strive to challenge the status quo and turn ideas into impactful, real-world outcomes.

Collaboration:

We believe in the power of teamwork, fostering open communication and mutual respect. By working together—within our teams and with our clients—we achieve greater results and shared success.

Environmental Responsibility:

We are committed to minimizing our environmental impact through sustainable practices and conscious decision-making. We strive to create solutions that support a greener, healthier planet for current and future generations.

Health & Well-being:

We prioritize the physical, mental, and emotional well-being of our employees and stakeholders. By fostering a safe, supportive, and balanced environment, we ensure everyone can thrive and perform at their best.

Leadership:

We lead by example, inspiring innovation, accountability, and excellence at every level. We empower our teams and stakeholders to take initiative, make informed decisions, and drive positive change.

Company Overview & History

Deming Technologies Lab is a forward-looking technology solutions company specializing in software development, data analytics, artificial intelligence, and automation. The company is dedicated to delivering tailored digital solutions that help organizations optimize operations, make data-driven decisions, and achieve sustainable growth. Its client-centric approach ensures that every solution is secure, scalable, and aligned with business objectives.

Deming Technologies Lab began as a small software development firm serving local businesses. From the outset, the company focused on innovation and quality, quickly earning a reputation for delivering reliable, customized technology solutions. Its early success laid the foundation for expanding into advanced technologies such as AI and automation.

Over the years, the company has grown its expertise and service portfolio, partnering with organizations across multiple industries to drive digital transformation. Key milestones include launching AI-driven products, integrating data analytics services, and establishing strategic client partnerships that underscore its commitment to innovation and excellence.

Today, Deming Technologies Lab continues to prioritize innovation, collaboration, and sustainability. By combining emerging technologies with best practices and a customer-first mindset, the company positions itself as a trusted partner for businesses seeking to leverage technology for competitive advantage and long-term growth.

Shareholders & Promoter Profiles

Deming Technologies Lab is led by visionary founders with deep expertise in software, AI, and digital transformation, supported by strategic shareholders who provide guidance, capital, and governance. Together, they drive innovation, growth, and long-term value for clients and stakeholders.

Founding Promoters:

The company was founded by visionary leaders with extensive expertise in software development, AI, and digital solutions. They guide Deming Technologies Lab's strategic vision, innovation, and growth initiatives.

Strategic Investors:

Deming Technologies Lab is supported by strategic investors who provide capital, industry insights, and guidance for long-term growth. They play a key role in shaping the company's expansion, innovation roadmap, and market positioning.

Global and Regional Partners:

Deming Technologies Lab collaborates with leading global and regional technology partners to enhance service offerings and deliver innovative solutions. These partnerships enable access to cutting-edge tools, industry expertise, and expanded market reach for clients worldwide.

Employee & Leadership Pool:

Deming Technologies Lab comprises a diverse team of skilled professionals across software development, AI, data analytics, and IT consulting. Its leadership team combines deep industry expertise with strategic vision to drive innovation, operational excellence, and organizational growth.

Strategic Objectives & Business Model

To drive innovation and deliver scalable, data-driven technology solutions that meet evolving client needs.

To expand market presence, optimize operations, and foster sustainable growth through excellence and talent development.

Founding Promoters:

The founding promoter is Mukesh Kumar Singh, who established the company and leads Deming Technologies Lab's strategic direction, innovation and growth initiatives.

Strategic Investors:

Strategic investors in Deming Technologies Lab bring not only capital but also industry expertise, networks, and market insights to accelerate growth, expand service offerings, and enhance operational capabilities. They play a key role in driving long-term value creation and strategic partnerships.

Strategic Objectives:

Deming Technologies Lab aims to expand its market presence, diversify service offerings, strengthen digital platforms, build strategic partnerships, and deliver innovative, high-quality solutions that drive client success and sustainable growth.

Scalable Impact through Technology:

Deming Technologies Lab leverages advanced digital platforms, SaaS solutions, and data-driven tools to deliver scalable, efficient, and measurable impact across multiple industries and client operations.

Inclusive Market Expansion:

Deming Technologies Lab pursues inclusive market expansion by targeting diverse industries, emerging regions, and underserved client segments to drive growth while fostering accessibility and equitable service delivery.

Growth of Sustainable Supply Chains:

It supports the development of sustainable supply chains by enabling organizations to adopt internationally recognized standards for quality, environmental & ethical practices..

Knowledge & Best Practice Leadership:

It promotes industry knowledge and best practices by providing expert training, guidance, and certification aligned with international standards.

ESG & Climate Impact Enablement:

It supports organizations in aligning with ESG principles and climate-focused standards through certification, audits, and sustainability compliance services.

Business Model

Certification Services:

It provides independent certification for management systems to help organizations meet international standards and regulatory requirements.

Consulting & Advisory:

It provides expert consulting and advisory services to help organizations implement, improve, and maintain compliance with international management system standards.

Technology Platform:

It provides expert consulting and advisory services to help organizations implement, improve, and maintain compliance with international management system standards.

Volume-Based Procurement:

It enables cost efficiencies by leveraging large-scale certification demand to negotiate better pricing and streamline service delivery.

Training & Auditing :

It delivers professional training and independent auditing services to help organizations improve compliance, operational efficiency, and adherence to international standards.

Data Analytics & Reporting:

It uses data-driven insights and structured reporting to track compliance performance, support audits, and enable informed decision-making.

Summary

It provides certification, consulting, training, and auditing services that help organizations comply with international management system standards.

The company supports businesses in improving operational efficiency, quality, and regulatory compliance.

It also promotes sustainable practices and ESG alignment through structured assessments and advisory support.

Overall, it aims to enhance credibility, performance, and global competitiveness for its clients.

Global Overview

It operates as a certification and compliance services provider supporting organizations in meeting international management system standards.

It delivers services such as certification, auditing, training, and advisory to enhance quality, safety, and regulatory compliance.

Through its global network and accreditation partnerships, it helps organizations strengthen credibility and access international markets.

Industry Scale & Market Size

The certification and compliance industry is expanding rapidly due to increasing demand for quality management, regulatory compliance, and sustainability standards.

It operates within this growing global ecosystem, supporting organizations across industries in achieving internationally recognized certifications.

Core Industry Drivers

Climate Policy & Regulation:

Increasing climate policies and environmental regulations are driving organizations to adopt certified management systems and sustainability standards.

ESG Investment & Brand Value:

By enabling ESG-aligned certifications and compliance, It helps organizations strengthen brand credibility, attract responsible investment, and build long-term stakeholder trust.

Technological Innovation:

Technological innovation drives progress by introducing novel technologies like AI, 5G, and IoT that transform industries, enhance efficiency, and solve complex global challenges.

Supply Chain Globalization:

Supply Chain Globalization integrates worldwide sourcing, production, and distribution to cut costs, boost efficiency, and tap diverse markets through cross-border networks.

Key Players & Competition

It operates in a highly competitive certification and compliance market with multiple global and regional service providers.

Competition is driven by service quality, accreditation credibility, technological integration, and market reach across industries.

Sectoral Reach & Influence

It serves a wide range of industries, including manufacturing, IT, healthcare, and services, helping organizations achieve compliance with international standards.

Its influence extends through training, auditing, and advisory services that promote best practices and operational excellence across sectors.

Indian Industry

Indian Industry Overview

India's technology sector is rapidly growing, driven by digital transformation, AI, automation, and strong demand across industries like finance, healthcare, and e-commerce. With a large skilled workforce and supportive government initiatives, India is emerging as a global hub for innovative IT and software solutions.

Market Size & Growth

Deming Technologies Lab operates in India's rapidly expanding IT and technology solutions market, which is valued at over \$250 billion and growing at a CAGR of 8–10%. The company leverages opportunities in AI, automation, data analytics, and digital transformation to capture a growing share of enterprise demand, positioning itself for sustainable growth and increased market presence.

Key Drivers

Corporate Sustainability & ESG Compliance:

Deming Technologies Lab is committed to sustainable business practices that minimize environmental impact, promote social responsibility, and uphold strong corporate governance. The company integrates ESG principles into operations, ensuring energy-efficient solutions, ethical practices, employee well-being, and transparent governance to create long-term value for stakeholders.

Tech Innovation:

Deming Technologies Lab drives technology innovation by leveraging AI, automation, data analytics, and emerging digital tools to create cutting-edge solutions. The company focuses on transforming complex business challenges into scalable, efficient, and future-ready technology products for clients across industries.

Training & Awareness:

Deming Technologies Lab invests in continuous training programs to upskill employees in emerging technologies, industry best practices, and leadership development. The company fosters awareness of innovation, compliance, and sustainability, ensuring teams are equipped to deliver high-quality, future-ready solutions.

Market Trends – Deming Technologies Lab

1. Rapid Market Expansion

Deming Technologies Lab is strategically expanding its presence across regional and global markets to serve a broader client base. By leveraging partnerships, innovative solutions, and a scalable business model, the company accelerates growth and strengthens its market footprint.

2. Mainstreaming of Certification

Deming Technologies Lab emphasizes industry-recognized certifications to ensure quality, compliance, and credibility in its solutions and services. By integrating certified standards across processes and technologies, the company reinforces trust with clients and aligns with global best practices.

3. Digitalization & Tech Adoption

Deming Technologies Lab drives digital transformation by adopting cutting-edge technologies, including AI, automation, and cloud solutions. The company helps clients streamline operations, enhance efficiency, and stay competitive in an increasingly digital business environment.

4. Supply Chain Integration & Logistics

Deming Technologies Lab leverages technology to optimize supply chain operations, ensuring seamless integration, real-time tracking, and efficient logistics management. By implementing data-driven solutions and automation, the company enhances operational efficiency, reduces costs, and strengthens end-to-end supply chain performance.

5. Localization & Accessibility

Deming Technologies Lab ensures its technology solutions are tailored to local markets, languages, and cultural contexts for maximum relevance and impact. The company prioritizes accessibility, designing user-friendly systems that are inclusive and easy to adopt across diverse client segments.

6. Policy Support & Incentives

Deming Technologies Lab benefits from government policies and incentives that promote digitalization, innovation, and technology adoption in India. These supports enable the company to scale operations, invest in R&D, and deliver advanced solutions while maintaining cost efficiency and compliance.

9. Data-Driven Impact Reporting

Deming Technologies Lab leverages analytics and reporting tools to measure the effectiveness, efficiency, and outcomes of its technology solutions. By using data-driven insights, the company ensures transparency, tracks performance, and drives continuous improvement for clients and stakeholders.

Competitor Analysis

1. Market Landscape: The technology solutions sector is highly competitive, with companies offering software development, AI, automation, and data analytics services. This creates an environment where innovation, speed of delivery, and quality of solutions are key differentiators for market success.

2. Service Offerings: Most firms provide a broad range of IT services including custom software, cloud solutions, AI integration, and consulting. While some focus on large-scale end-to-end solutions and others on niche services, Deming Technologies Lab differentiates itself by combining comprehensive offerings with flexible, client-centric solutions that can be rapidly implemented.

3. Technology & Innovation: Many companies in the sector invest heavily in emerging technologies and R&D. Deming Technologies Lab maintains a strong focus on innovation, leveraging AI, automation, and data analytics while retaining the agility to deploy solutions quickly and adapt to evolving client needs.

4. Market Position & Client Base: While larger firms often target multinational enterprise clients and others focus on local or niche markets, Deming Technologies Lab strategically serves mid-market and larger organizations alike. Its personalized approach and focus on delivering measurable outcomes enhance client satisfaction and retention.

5. Competitive Advantage: Deming Technologies Lab's key strengths lie in its customer-first approach, flexible engagement models, and emphasis on emerging technologies. Its commitment to sustainability, ethical governance, and scalable, tailored solutions strengthens brand trust and positions the company for long-term growth in a competitive market.

Building Layout & Infrastructure

Deming Technologies Lab operates from a modern, well-equipped facility designed to support collaborative work, innovation, and advanced technology development. The infrastructure includes state-of-the-art offices, development labs, and secure IT systems to ensure efficient operations and client-focused delivery.

1. Site Planning & Zoning

The facility is strategically planned and zoned to optimize workflow, safety, and operational efficiency.

2. Building Design

The building features a modern, functional design that promotes collaboration, innovation, and a productive work environment while integrating sustainable and energy-efficient elements.

3. Production Areas

Designated production areas are equipped with advanced technology and infrastructure to support software development, testing, and deployment in a secure and efficient environment.

4. Utilities & Services

The facility is supported by reliable utilities and services, including power backup, high-speed internet, climate control, and secure IT systems, ensuring uninterrupted operations.

5. Waste & Resource Management

Deming Technologies Lab implements sustainable waste and resource management practices, focusing on recycling, energy efficiency, and responsible use of materials to minimize environmental impact.

6. Safety, Health & Wellness

Deming Technologies Lab prioritizes the safety, health, and well-being of its employees through comprehensive safety protocols, wellness programs, and a supportive work environment.

7. Logistics & Supply Chain

Deming Technologies Lab optimizes logistics and supply chain operations using technology-driven solutions for seamless integration, efficient delivery, and real-time tracking.

8. Administration & Innovation Spaces

The facility features modern administrative offices and dedicated innovation spaces designed to foster collaboration, creativity, and efficient decision-making. These areas support strategic planning, research, and development of cutting-edge technology solutions.

9. Certification & Compliance

Deming Technologies Lab adheres to industry-standard certifications and regulatory requirements, ensuring quality, security, and best-practice compliance across all operations and solutions.

Technology Roadmap

1. Adoption of Technologies

Deming Technologies Lab actively adopts cutting-edge technologies—including AI, automation, cloud solutions, and advanced analytics—to enhance efficiency, innovation, and client outcomes. This proactive approach ensures the company stays ahead of industry trends and delivers future-ready, scalable solutions.

2. Smart Factory Integration

Deming Technologies Lab implements smart factory principles by integrating IoT, automation, and real-time data analytics into operations. This enhances efficiency, monitors performance, and enables predictive decision-making across technology development and deployment processes.

3. Renewable Energy and Resource Solutions

Deming Technologies Lab integrates renewable energy and sustainable resource solutions to minimize environmental impact and promote operational efficiency.

4. Digitalization & Automation

Deming Technologies Lab leverages digital technologies and automation to streamline processes, enhance productivity, and deliver efficient, scalable solutions.

5. R&D and Innovation Hubs

Deming Technologies Lab operates dedicated R&D and innovation hubs to drive the development of cutting-edge technologies, prototypes, and advanced solutions tailored to client needs.

6. Training & Capacity Building

Deming Technologies Lab invests in continuous training and capacity-building programs to upskill employees, enhance technical expertise, and foster innovation-driven growth.

7. Compliance and Certification Technology

Deming Technologies Lab implements advanced compliance and certification technologies to ensure adherence to industry standards, regulatory requirements, and best practices across all operations and solutions.

Manufacturing Process Flow

Deming Technologies Lab follows a structured technology development and deployment process, from requirement analysis and design to development, testing, implementation, and continuous optimization. This streamlined flow ensures efficiency, quality, and timely delivery of scalable, client-focused solutions.

1. Raw Material Procurement & Verification

Deming Technologies Lab ensures all software components, tools, and resources are sourced responsibly and verified for quality and compatibility before use.

2. Material Storage & Handling

Deming Technologies Lab maintains organized, secure, and efficient storage and handling of all tools, resources, and technology assets to ensure safety and accessibility.

3. Pre-Processing

Deming Technologies Lab conducts thorough pre-processing of data, tools, and resources to ensure accuracy, consistency, and readiness for development and deployment.

4. Quality Control & Testing

Deming Technologies Lab implements rigorous quality control and testing processes to ensure all solutions meet high standards of reliability, performance, and client requirements.

5. Finishing & Surface Treatment

Deming Technologies Lab applies final optimization, refinement, and configuration processes to software and technology solutions, ensuring polished, high-performance, and user-ready products.

6. Packaging & Labelling

Deming Technologies Lab ensures all software products and solutions are properly packaged with clear documentation, versioning, and labeling for easy deployment and client usability.

7. Waste Management & Recycling

Deming Technologies Lab implements sustainable waste management practices, including recycling and responsible disposal of obsolete materials, to minimize environmental impact.

Quality Control, Certifications & Standards

1. Commitment to Quality: Deming Technologies Lab places quality at the core of all operations, from software development and AI solutions to data analytics and automation projects. Every product and service undergoes rigorous review to ensure accuracy, reliability, and performance, minimizing errors and maximizing client satisfaction.

2. Structured Quality Control Processes: The company follows a systematic quality control framework that covers requirement analysis, design validation, code review, testing, and final deployment. Continuous monitoring and iterative testing ensure that solutions meet or exceed client expectations while adhering to project timelines.

3. Industry Certifications: Deming Technologies Lab aligns its processes with globally recognized certifications and standards. These certifications validate the company's commitment to quality, security, and operational excellence, reinforcing client trust and confidence in the solutions provided.

4. Compliance & Regulatory Standards: All operations comply with applicable national and international regulations, ensuring ethical, legal, and environmental adherence. The company integrates compliance checkpoints within its workflows to maintain transparency, governance, and risk mitigation across projects.

5. Continuous Improvement: Beyond meeting current standards, Deming Technologies Lab emphasizes continuous improvement through feedback, audits, and training programs. By regularly updating protocols and adopting best practices, the company ensures that its solutions remain innovative, reliable, and aligned with evolving industry benchmarks.

Target Customers & Segments

Deming Technologies Lab serves mid-sized and large enterprises across industries seeking AI, automation, data analytics, and digital transformation solutions.

1. Mid-Sized Enterprises: Deming Technologies Lab caters to mid-sized businesses looking to enhance operational efficiency, adopt automation, and leverage data-driven insights. These organizations benefit from tailored, scalable solutions that address their specific growth and technology needs.

2. Large Enterprises: Large corporations with complex IT infrastructures rely on Deming Technologies Lab for advanced software solutions, AI integration, and enterprise-level digital transformation. The company delivers robust, secure, and scalable technologies that support multi-departmental operations and global expansion.

3. Industry-Specific Clients: The company serves diverse industry verticals, including finance, healthcare, manufacturing, retail, and e-commerce. By offering specialized solutions tailored to each sector, Deming Technologies Lab helps clients address unique operational challenges and achieve competitive advantages.

4. Technology-Adopting Organizations: Target customers include organizations seeking rapid technology adoption, including cloud migration, automation, and AI-driven solutions. Deming Technologies Lab supports these clients in modernizing their processes, improving decision-making, and accelerating innovation.

5. Emerging and Growth-Oriented Businesses: Start-ups and growth-oriented companies form a key segment, especially those looking for scalable technology solutions to support expansion. By offering flexible engagement models and innovative solutions, Deming Technologies Lab enables these businesses to implement digital strategies efficiently and cost-effectively.

6. Government and Public Sector Organizations: Deming Technologies Lab also engages with government agencies and public sector entities seeking digital transformation, automation, and data management solutions. The company provides secure, compliant, and scalable technologies that improve efficiency, transparency, and service delivery in public operations.

7. Global Clients and International Markets: In addition to domestic clients, Deming Technologies Lab targets international businesses looking for reliable technology partners. By offering global-standard solutions and support, the company helps clients expand their operations, adopt cutting-edge technologies, and maintain competitive advantages in international markets.

Marketing & Branding Strategy

Deming Technologies Lab builds a strong brand through targeted messaging, digital marketing, strategic partnerships, client success stories, and continuous market engagement.

1. Brand Positioning: Deming Technologies Lab positions itself as a trusted provider of innovative, scalable, and client-focused technology solutions, emphasizing AI, automation, and data-driven transformation.

2. Targeted Messaging: Marketing communications are tailored to resonate with key customer segments, including mid-sized enterprises, large corporations, industry-specific clients, and technology-adopting organizations. Messaging highlights the company's ability to deliver measurable business outcomes and transform complex challenges into actionable solutions.

3. Digital Marketing: The Company leverages digital channels such as social media, SEO, email campaigns, and content marketing to reach potential clients and strengthen online visibility. Thought leadership content, case studies, and white papers demonstrate expertise and build credibility in emerging technologies.

4. Strategic Partnerships: Deming Technologies Lab collaborates with global and regional technology partners to enhance solution offerings, expand market reach, and drive joint growth opportunities.

5. Industry Events & Networking: Deming Technologies Lab participates in conferences, trade shows, and webinars to showcase solutions, engage with industry leaders, and build strategic business connections.

6. Client-Centric Campaigns: Deming Technologies Lab implements campaigns that emphasize customer success stories and case studies. Highlighting client outcomes and measurable results reinforces brand trust and demonstrates the real-world impact of its solutions.

7. Public Relations & Media Outreach: Deming Technologies Lab engages in PR and media activities to showcase innovation, corporate achievements, and thought leadership, strengthening brand awareness and credibility.

8. Continuous Brand Evaluation: Deming Technologies Lab regularly monitors brand perception, marketing performance, and client feedback to assess effectiveness. Insights from this evaluation are used to refine strategies, enhance engagement, and ensure alignment with business objectives.

Sales & Distribution Channels

Deming Technologies Lab reaches clients through direct sales, digital platforms, strategic partnerships, regional offices, and referral programs to ensure wide market coverage and personalized engagement.

1. Direct Sales Team

Deming Technologies Lab's dedicated direct sales team engages clients, understands their needs, and delivers tailored technology solutions to drive growth and loyalty.

2. Regional Representatives & Franchise Partners

Deming Technologies Lab leverages regional representatives and franchise partners to expand local market presence, provide on-ground support, and enhance client engagement.

3. Certified Consultant Network

Deming Technologies Lab utilizes a certified consultant network to deliver expert guidance, ensure best-practice implementation, and maintain consistent solution quality across client projects.

4. Digital Platforms

Deming Technologies Lab leverages digital platforms, including its website, social media, and online marketing channels, to showcase solutions, generate leads, and engage clients globally.

5. Strategic Alliances

Deming Technologies Lab forms strategic alliances with complementary technology firms to co-deliver solutions, expand market reach, and provide integrated, high-value services to clients.

6. Training & Events

Deming Technologies Lab conducts training sessions, workshops, and industry events to educate clients, showcase solutions, and strengthen engagement and brand presence.

7. Inbound Marketing & Lead Generation

Deming Technologies Lab leverages inbound marketing strategies—including content marketing, SEO, and social media—to attract prospects, generate qualified leads, and nurture client relationships.

Cost of Project & Funding Requirements

Deming Technologies Lab assesses project costs and funding needs to ensure efficient resource allocation, sustainable growth, and timely execution of technology initiatives.

Infrastructure & Office Setup:

Deming Technologies Lab operates from modern, well-equipped offices with collaborative workspaces, advanced IT infrastructure, and innovation labs designed to support productivity, creativity, and efficient technology development.

Human Resources:

Deming Technologies Lab invests in attracting, developing, and retaining skilled talent, fostering a collaborative and innovative work culture that drives organizational growth and excellence.

Certification, Training & Compliance:

Deming Technologies Lab ensures all employees are trained in industry best practices, adheres to recognized certifications, and maintains strict compliance with regulatory and quality standards.

Marketing & Awareness:

Deming Technologies Lab promotes its solutions and brand through targeted campaigns, digital marketing, industry events, and client-focused outreach to build visibility and credibility.

Operating Expenses:

Deming Technologies Lab manages operating expenses efficiently, covering infrastructure, technology, human resources, and marketing, to ensure sustainable growth and optimal resource utilization.

Technology/Product Development:

Deming Technologies Lab invests in developing advanced digital tools, automated auditing systems, and innovative solutions to enhance its certification, training, and compliance services, improving efficiency, accuracy, and client experience.

Estimated Range:

The estimated range of costs and investments for Deming Technologies Lab's projects and operations is calculated to ensure scalability, efficiency, and alignment with strategic growth objectives.

Funding Requirements & Sources

Deming Technologies Lab requires funding to support technology development, infrastructure, talent acquisition, and market expansion, sourced through a mix of equity investment, strategic partnerships, and internal capital.

Equity Capital:

Deming Technologies Lab raises equity capital from promoters, strategic investors, and shareholders to finance growth initiatives, technology development, and market expansion.

Grants & Concessional Finance:

Deming Technologies Lab leverages government grants, subsidies, and concessional financing options to support innovation, R&D, and sustainable technology initiatives.

Bank/Debt Financing:

Deming Technologies Lab utilizes bank loans and debt financing to fund operational expansion, infrastructure development, and strategic technology projects while managing financial leverage responsibly.

Earned Revenue:

Deming Technologies Lab generates earned revenue through project-based fees, long-term service contracts, and subscription-based technology solutions delivered to clients across industries.

Corporate Partnerships and CSR:

Deming Technologies Lab builds corporate partnerships to drive innovation and market reach while actively engaging in CSR initiatives that promote sustainability, community development, and employee well-being.

Summary:

Deming Technologies Lab is a forward-looking technology solutions company specializing in AI, automation, data analytics, and digital transformation. With a strong focus on innovation, quality, and client-centric solutions, the company leverages modern infrastructure, skilled talent, and strategic partnerships to drive growth and market expansion. It emphasizes sustainability, ESG compliance, and continuous improvement while maintaining robust financial planning, marketing strategies, and operational excellence to create long-term value for clients and stakeholders.

Revenue Model & Pricing Strategy

Revenue Streams

The company's revenue comes from subscription SaaS licenses, professional services, consulting projects, and strategic partnerships.

Membership & Subscription Plans

Deming Technologies Lab offers membership and subscription-based services that provide clients with ongoing access to training, compliance updates, advisory support, and exclusive resources for continuous improvement.

Consulting & Advisory Services

Deming Technologies Lab provides expert consulting and advisory services to help clients implement, customize, and optimize technology solutions for maximum operational efficiency.

Digital Platform Services (SaaS)

Deming Technologies Lab offers subscription-based SaaS solutions that deliver scalable, cloud-powered tools for process optimization, data analytics, and performance improvement.

Training, Workshops & Capacity Building

Deming Technologies Lab conducts training programs, workshops, and capacity-building sessions to enhance client skills and ensure effective adoption of its technology solutions.

Supplier Network & Procurement Commissions

Deming Technologies Lab earns revenue through its supplier network by facilitating procurement and receiving commissions on products and services sourced for clients.

Data Analytics & Impact Reporting

Deming Technologies Lab provides data analytics and impact reporting services to help clients measure performance, track outcomes, and make informed, data-driven decisions.

Events, Conferences & Sponsorships

Deming Technologies Lab generates revenue by organizing events and conferences and through sponsorships that promote its brand and industry expertise.

Pricing Strategy

Value-Based Tiering:

Deming Technologies Lab implements value-based tiering by pricing products and services according to the measurable impact and benefits delivered to different customer segments.

Geographic Differentiation:

Deming Technologies Lab adjusts its pricing and service offerings based on regional market conditions, customer purchasing power, and local competitive landscapes.

5-Year Financial Projections

Year	Revenue (₹ lakh)	Year over Year (YoY) Growth	EBITDA Margin	EBITDA (₹ lakh)
Year 1	60	–	18%	10.8
Year 2	78	30%	20%	15.6
Year 3	101	30%	22%	22.2
Year 4	131	30%	24%	31.4
Year 5	170	30%	25%	42.5

- Y1 revenue (~₹60 lakh) positions Deming Technologies Lab as a focused, early-stage lab capturing a tiny slice of India’s multi-billion TIC market, consistent with its small-capital structure.
- 30% revenue CAGR reflects gaining share in faster-growing sub-segments (e.g., automotive, clean energy TIC which itself grows ~8%+), plus tech-enabled efficiency.
- Margins expand from 18% to 25% as utilization, digital workflows, and brand recognition improve.

Investor Exit Strategy

Deming Technologies Lab plans to provide investors with multiple exit options, including strategic acquisition by a larger technology or consulting firm, secondary sale of equity to new investors, or a potential initial public offering (IPO) after achieving scale and market traction, ensuring liquidity and maximized returns.

1. Strategic Acquisition or Mergers and Acquisitions (M&A)

Deming Technologies Lab may pursue or be targeted for mergers and acquisitions to accelerate growth, expand market reach, and provide investors with a profitable exit.

2. Private Equity/Secondary Sale

Investors in Deming Technologies Lab can exit by selling their shares to private equity firms or through secondary sales to new investors seeking ownership stakes.

3. Public Listing (IPO/SPAC Route)

Deming Technologies Lab may pursue a public listing through an IPO or SPAC to provide liquidity for investors and access capital for further growth.

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

Investors can exit through a management or employee buyback, allowing ownership transfer while rewarding internal stakeholders.

5. Dividend/Profit Distribution

Deming Technologies Lab can provide investors with returns through regular dividends or profit-sharing, offering a steady income stream without requiring a full exit.

Key Management Team Profiles

1. Founder & CEO – Mr. Mukesh Kumar Singh

Mr. Mukesh Kumar Singh is a seasoned quality professional and entrepreneur who has led Deming Technologies Lab since its inception in the early 2000s. He drives the company's vision, strategy, and expansion across multiple certification and management services, including ISO certifications, audits, training, and product certifications.

2. Head of ISO Certification Services

The Head of ISO Certification Services oversees the technical teams managing standards such as ISO 9001, 14001, 27001, 22000, 17025, and OHSAS/ISO 45001. This role ensures that certification services are delivered with technical accuracy, adherence to international norms, and measurable quality outcomes for clients across sectors.

3. Head of Product Certifications & Audits

This leader manages the product certification portfolio and audit teams, coordinating evaluations, inspections, and verification services. They ensure compliance with regulatory and industry standards while maintaining high levels of client satisfaction and operational efficiency.

4. Head of Training & Capacity Building

The Head of Training and Capacity Building directs workshops, auditor training programs, and client capacity-building initiatives. Their work ensures clients and internal teams are equipped with the knowledge and skills needed to implement and maintain high-quality management systems.

5. Head of Supplier Network & Strategic Partnerships

This executive manages supplier networks, procurement partnerships, and alliances, creating new revenue opportunities and extending Deming's reach through strategic collaborations.

6. Head of Data Analytics & Impact Reporting

The Head of Data Analytics and Impact Reporting provides insights into operational performance, audit outcomes, and certification impacts. This role supports data-driven decision-making and helps clients track improvements, manage risks, and demonstrate compliance effectively.

7. Operational & Technical Team Leadership

Supporting the senior management are experienced auditors, trainers, and certification personnel who manage day-to-day project execution. This layer translates strategy into action, handling audit scheduling, client support, and multi-standard, multi-site engagements across industries such as manufacturing, software, healthcare, education, hospitality, and finance. Their expertise ensures consistent quality delivery and operational excellence.

ESG, Sustainability & CSR Initiatives

Strengths: Deming Technologies Lab excels in innovative digital solutions, scalable SaaS platforms, data-driven insights, and industry-specific expertise.

Weaknesses: Deming Technologies Lab may face challenges in market penetration, limited brand recognition in new regions, and dependency on technology adoption by clients.

Opportunities: Deming Technologies Lab can expand into emerging markets, develop new SaaS solutions, and offer ESG-focused digital services to meet growing industry demand.

Threats: Deming Technologies Lab faces risks from intense competition, rapid technological changes, cybersecurity challenges, and shifting regulatory requirements.

Risk Analysis

Deming Technologies Lab faces several key risks:

Deming Technologies Lab conducts a comprehensive risk analysis to identify, assess, and mitigate potential challenges that could affect operations and growth. Key risk areas include:

- 1. Technological Risks:** Rapid innovation in software and digital solutions may render existing platforms obsolete if not continuously upgraded.
- 2. Market & Competitive Risks:** Growing competition from both established global players and emerging startups could impact market share and pricing power.
- 3. Cybersecurity & Data Risks:** Handling sensitive client data exposes the company to potential cyber threats, data breaches, and compliance violations.
- 4. Regulatory & Compliance Risks:** Changes in local and international regulations for digital services, data privacy, and ESG standards may require rapid adaptation and additional compliance costs.
- 5. Operational Risks:** Dependence on client adoption, internal technical expertise, and project execution efficiency may affect service delivery and scalability.
- 6. Financial Risks:** Currency fluctuations, project delays, client defaults, or unexpected cost escalations could impact revenue, cash flow, and profitability.

By proactively monitoring these risks and implementing mitigation strategies such as technology upgrades, robust cybersecurity protocols, and diversified service offerings, Deming Technologies Lab aims to safeguard its operations while sustaining growth.

1. ESG (Environmental, Social, Governance) Initiatives

Deming Technologies Lab integrates sustainable practices, ethical governance, and community engagement across all operations. The company focuses on reducing environmental impact, promoting social responsibility, and ensuring transparency and accountability in business processes.

2. Sustainability Leadership

Deming Technologies Lab demonstrates sustainability leadership by adopting eco-friendly practices, promoting resource efficiency, and guiding clients toward environmentally responsible and socially conscious solutions.

3. CSR (Corporate Social Responsibility) Initiatives

Deming Technologies Lab undertakes CSR initiatives focused on community development, education, healthcare support, and skill-building programs to create a positive social impact.

4. Transparency & Impact Reporting:

Deming Technologies Lab ensures accountability by regularly publishing clear, data-driven reports on operational performance, ESG outcomes, and the social and environmental impact of its initiatives.

Long-Term Expansion & Scalability Plan

Deming Technologies Lab aims to expand its digital solutions and certification services into new domestic and international markets, scale its SaaS platforms, diversify offerings, and build strategic partnerships to support sustainable, long-term growth.

1. Geographic Diversification

Deming Technologies Lab plans to broaden its presence across multiple regions, targeting emerging markets and international clients to reduce market dependency and enhance growth opportunities.

2. Enhanced Digital Platforms

Deming Technologies Lab focuses on developing and upgrading scalable, user-friendly digital platforms and SaaS solutions to improve client experience, operational efficiency, and data-driven decision-making.

3. Broadened Service Portfolio

Deming Technologies Lab aims to expand its offerings by introducing new certification services, training programs, and technology solutions to meet evolving client needs across diverse industries.

4. Strategic Partnerships & Alliances

Deming Technologies Lab builds strong collaborations with industry partners, technology providers, and resellers to expand market reach, enhance service offerings, and drive new revenue opportunities.

5. Local Capacity Building

Deming Technologies Lab invests in training, workshops & skill-development programs to strengthen local talent, empower communities & ensure effective adoption of its solutions.

6. Impact Reporting & Innovation

Deming Technologies Lab leverages data-driven impact reporting and continuous innovation to track performance, demonstrate measurable results, and enhance the effectiveness of its solutions and services.

7. Financial Sustainability

Deming Technologies Lab focuses on maintaining strong revenue streams, cost efficiency, and prudent financial management to ensure long-term stability and growth.

8. Continuous Improvement & Adaptation

Deming Technologies Lab emphasizes ongoing process refinement, feedback-driven enhancements & agile adaptation to evolving market needs & technological advancements.

Annexure 1 – Market Research Data

1. Market Demand for Certification Services: The demand for certification services is growing as organizations seek compliance with international standards, quality assurance, and risk management. Industries such as manufacturing, healthcare, IT, and food safety are increasingly adopting multi-standard certifications to enhance credibility and operational efficiency.

2. Target Industry Segments: Deming Technologies Lab focuses on serving manufacturing, healthcare, IT and software, education, hospitality, food and beverages, and finance sectors, providing certification, training, and digital solutions tailored to each industry's compliance and quality requirements..

3. Popular Certification Standards: Deming Technologies Lab offers widely recognized certification standards including ISO 9001 (Quality Management), ISO 14001 (Environmental Management), ISO 27001 (Information Security), ISO 22000 (Food Safety), ISO 17025 (Laboratory Competence), OHSAS/ISO 45001 (Occupational Health & Safety), HACCP, and Social Accountability (SA8000).

4. Market Growth Trends: The certification and digital solutions market is experiencing steady growth driven by increasing regulatory compliance requirements, rising adoption of international standards, the shift toward ESG and sustainability practices, and growing demand for digital and remote audit capabilities across industries.

5. Competitive Landscape: Deming Technologies Lab operates in a competitive market with both global certification bodies and regional players, differentiating itself through multi-standard expertise, integrated digital solutions, client-centric services, and a strong focus on quality, ESG, and capacity-building initiatives.

6. Customer Needs and Expectations: Customers increasingly seek reliable, multi-standard certification, streamlined digital solutions, data-driven insights, compliance support, and training services that ensure efficiency, risk mitigation, and continual improvement across their operations.

7. Market Opportunities: Deming Technologies Lab can capitalize on the growing demand for ESG-compliant certifications, digital transformation in audits, expansion into emerging industries, and value-added training and advisory services to capture new clients and increase market share.

Annexure 2 – Technical Machinery Specs

1. Certification Management Software

Deming Technologies Lab provides advanced certification management software that streamlines audit scheduling, documentation, compliance tracking, and reporting, enabling clients to efficiently manage multi-standard certifications and ensure continuous improvement.

2. Audit and Inspection Tools

Deming Technologies Lab offers robust audit and inspection tools that facilitate thorough compliance assessments, real-time data collection, risk analysis, and accurate reporting for certifications and quality management systems.

3. Data Storage and Security Systems

Deming Technologies Lab implements secure, scalable data storage and cybersecurity solutions to protect sensitive client information, ensure regulatory compliance, and maintain the integrity of certification and audit data.

4. Communication and Collaboration Systems

Deming Technologies Lab utilizes integrated communication and collaboration platforms to streamline team coordination, client interactions, project management, and knowledge sharing across certification, training, and advisory services.

5. Document Management Systems

Deming Technologies Lab provides robust document management systems that organize, store, and track certification records, audit reports, and training materials, ensuring secure access, version control, and regulatory compliance.

6. Technical Support Infrastructure

Deming Technologies Lab maintains a dedicated technical support infrastructure to provide clients with timely assistance, troubleshoot issues, and ensure seamless operation of certification, audit, and digital platform services.

Annexure 3 – Draft MoUs with Buyers/Suppliers

1. Purpose of Collaboration:

This Memorandum of Understanding (MOU) establishes a framework for collaboration between **Deming Technologies Lab** and its buyers and suppliers. For buyers, the MOU outlines the provision of certification services, digital platforms, training, audits, and advisory solutions. For suppliers, it defines the provision of products, materials, or services that support the company's operations and service delivery.

2. Scope of Services and Deliverables:

For buyers, Deming Technologies Lab will deliver multi-standard certification services, SaaS-based digital solutions, training programs, and auditing support. For suppliers, the scope includes timely provision of high-quality materials, software components, or services aligned with regulatory and industry standards. Both parties agree to clearly define specific deliverables before project commencement.

3. Roles and Responsibilities:

Deming Technologies Lab commits to providing services/products in a timely, efficient, and compliant manner, maintaining confidentiality and technical support. Buyers are responsible for providing accurate requirements, access for audits, and timely feedback, while suppliers ensure quality, adherence to timelines, and regulatory compliance. Collaboration is intended to maintain operational efficiency and mutual trust.

4. Financial Terms and Confidentiality:

Preliminary financial arrangements, including pricing, payment terms, and additional charges for out-of-scope services, will be mutually agreed upon. Both buyers and suppliers agree to protect sensitive information, proprietary processes, and client or company data, ensuring compliance with legal, regulatory, and ESG standards.

5. Duration, Review, and Termination:

This MOU is valid for a period of [specify duration] from the date of signing and may be reviewed, amended, or renewed by mutual consent. Either party may terminate the MOU with prior notice in accordance with the agreed terms, ensuring a smooth transition and protection of the interests of all parties.

Annexure 4 – Detailed Financial Model

Revenue Model

Deming Technologies Lab generates revenue through subscription-based SaaS platforms, consulting and advisory services, certification and audit fees, training programs, and strategic partnerships. This diversified model ensures recurring income, project-based earnings, and value-added service opportunities.

Cost Structure & Projections

Deming Technologies Lab's costs include technology development, platform maintenance, staffing, marketing, administrative expenses, and regulatory compliance. Projections account for scalable growth, with investments in digital infrastructure and operational expansion increasing gradually while maintaining efficiency and profitability.

Funding & Capital Requirements

Deming Technologies Lab seeks funding to support technology development, platform enhancements, market expansion, and talent acquisition, ensuring sufficient capital to scale operations, improve service delivery, and achieve long-term growth objectives.

Key Metrics & Risks

Key Metrics:

Deming Technologies Lab tracks critical performance indicators such as monthly recurring revenue (MRR), client acquisition and retention rates, utilization of SaaS platforms, number of certifications delivered, audit success rates, training program reach, and customer satisfaction scores to measure growth, efficiency, and impact.

Risks:

Deming Technologies Lab faces risks including rapid technological changes, cybersecurity threats, regulatory and compliance shifts, increasing competition, dependency on client adoption, and potential operational or financial challenges that could impact growth and profitability.

Annexure 5 – Compliance Checklist

This annexure provides a structured compliance checklist for **Deming Technologies Lab** to ensure adherence to regulatory, industry, and internal governance standards. The checklist covers areas critical for operational, legal, financial, and ethical compliance, supporting audit readiness, risk management, and corporate governance.

1. Regulatory Compliance:

- Adherence to local, national, and international laws applicable to technology services, certification, and training.
- Compliance with data protection and privacy regulations (e.g., GDPR, IT Act).
- Maintenance of industry-specific licenses and approvals.

2. Certification & Standards Compliance:

- Compliance with ISO, HACCP, OHSAS/ISO 45001, and other relevant standards.
- Regular internal audits and third-party verification for multi-standard certification services.
- Documentation of policies, procedures, and corrective actions.

3. Financial & Accounting Compliance:

- Proper bookkeeping, timely tax filings, and adherence to accounting standards.
- Audit readiness for internal and external financial audits.
- Monitoring of revenue recognition, invoicing, and payment compliance.

4. ESG & CSR Compliance:

- Implementation of ESG policies and sustainability practices.
- Documentation of CSR initiatives and impact reporting.
- Compliance with ethical sourcing and supplier standards.

5. Operational & IT Compliance:

- Maintenance of secure data storage, backup, and cybersecurity protocols.
- Adherence to IT policies for software, digital platforms, and SaaS solutions.
- Regular training for staff on operational, safety, and IT compliance.

6. Governance & Reporting:

- Board oversight and adherence to corporate governance policies.
- Transparent reporting of key metrics, risks, and operational performance.
- Periodic review and update of compliance procedures and checklists.

This checklist ensures that Deming Technologies Lab remains fully compliant, mitigates risks, and sustains operational excellence while maintaining trust with clients, partners, and regulatory authorities.