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Pulp Strategy launches cloud-based DIY app creation platform, Instappy

The platform allows users to build intuitive, affordable and fully native applications for iOS and Android instantly

BestMediaInfo Bureau | Delhi | October 7, 2015



Pulp Strategy has announced the launch of Instappy, a cloud-based mobile app creation platform that allows users to build intuitive and fully native applications for iOS and Android instantly.

Instappy equips users with a set of intuitive tools, a host of easy to integrate APIs, inventory management for retail apps and fully supported data integration. One of the tools is the Instappy Wizard, which allows users to view and test their app on device in real time as they are building it. Wizard allows users to make informed choices while they create original applications for their business. Fully customisable Instappy apps can be built in the content publishing or retail apps, which come with inventory management, shopping cart and payment gateway integration.

India is ranked No. 3 in app downloads, but the revenue generated by the app market in India is not in the top 5. Lack of locally relevant apps, lack of local language content and a lack of apps that cater to the local needs of semi-urban India are the main contributors to this gap. Most businesses have been unable to take optimal advantage of mobile interfacing due to app development being a challenging process that needs large investments of time and money and ends up being highly dependent on technical partners.



Ambika Sharma, MD, Pulp Strategy, commented, "We are an insight driven organisation and strive to help brands communicate with their audiences effectively in a manner which inspires change. With the launch of Instappy, we are poised to change the face of mobile enablement for businesses globally. Instappy has opened up the mobile commerce market for businesses without

them having to worry about being able to 'speak tech', unaffordable costs, hidden maintenance, or months of waiting before going to launch."

She further said, "Instappy also has a strong online mentoring programme where we will help guide businesses to make the most of their app."

Building apps with Instappy requires no coding skills. One can build a fully loaded app in 60 minutes and launch to store. Instappy follows a subscription-based model and also has customised plans for enterprises, which may need unique integrations in their apps, or simply need a managed account.

In addition to intuitive fully customised UI/UX, Instappy offers a host of features like fully functional built-in CMS for unlimited updates over 46 rich media and social APIs, reliable data backup, secure cloud hosting, unlimited customisation options, native utility features, built-in system for offers and deals, push notifications in app, real time analytics, Google indexing app, free payment gateway integrated, inventory management, and more. Instappy allows apps to be built in 20+ languages, including, French, Portuguese and Spanish, in addition to all the Indian languages.

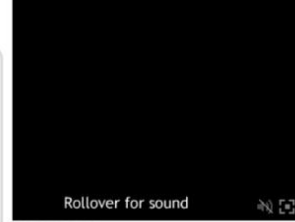
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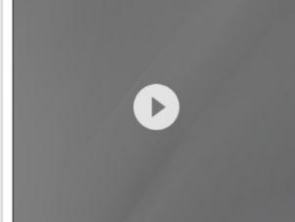
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RISING STAR

Rising Star: Abhishek Chandran, Head, Social Media, Maxus (West)

Had he not been in advertising, this young digital native would probably have been a photographer or a film-maker

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