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*If companies don't innovate, they cease to exist*



Kyle Nel



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# Indian startup develops cloud-based app developing platform

By IANS | 3 Oct, 2015, 02.30PM IST

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NEW DELHI: Delhi-based startup firm **Pulp Strategy** has launched a new **Instappy** cloud-based **mobile app** creation platform for **iOS** and **Android**.



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*Pulp Strategy has launched a new Instappy cloud-based mobile app creation platform for iOS and Android.*

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The company, which is targeting its products at small and medium businesses, claims that the new platform will enable users to build intuitive, native apps in less than 60 minutes.

"Instappy will open 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," Ambika Sharma, managing director, Pulp Strategy, said.

"Instappy also has a strong online mentoring program where we will help guide businesses to make the most of their app ensuring that going mobile is not a cost head but a revenue center faster in the lifecycle," she added.

According to the company, the platform is loaded with features that until now, were almost always exclusively available only with full-scale development effort.

"It equips users with a set of intuitive tools, a host of easy to integrate API's, inventory management for retail apps and fully supported data integration," it said.

Instappy will follow a subscription-based model and also has customised plans for enterprises, which may need unique integrations in their apps.

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