

Sangamam Communications

Transforming Businesses Through Technology

Web Development · Mobile Apps · ERP & CRM · SEO & AI Automation

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sangamam.uk

Company Profile · 2025

About Us

Sangamam Communications Private Limited is a full-service digital agency founded in 2015 and headquartered in Ottappalam, Palakkad, Kerala, India. We design, develop, and grow digital products for businesses across India, the United Kingdom, and the United Arab Emirates.

From custom web applications and mobile apps to enterprise ERP systems, CRM software, AI-powered automation, and multi-channel digital marketing — we cover the full lifecycle of a digital product. Our team of 20+ engineers, designers, and marketers brings domain expertise across 15 industry verticals.

10+ Years in Business	200+ Projects Delivered	15 Industries Served	3 Countries
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Our Values

Curiosity

We ask why before we ask how. Understanding the problem deeply leads to better solutions.

Accountability

We own our work. If something is not right, we fix it without excuses or extra invoices.

Long-term Thinking

We do not cut corners to ship fast. Code written today must be maintained tomorrow.

Clear Communication

No jargon with non-technical clients, no vagueness with technical ones.

Our Services

Web & Mobile Development

- Custom website development (PHP 8, Laravel, Core PHP)
- Mobile app development (Flutter, Android, iOS)
- WordPress development — custom themes, plugins, WooCommerce
- Ecommerce — WooCommerce, Shopify, custom marketplaces
- Progressive Web Apps (PWA) and headless architecture

Enterprise Software

- ERP development — manufacturing, retail, healthcare, education
- CRM development — lead pipelines, customer portals, sales dashboards
- School ERP — admissions, attendance, fees, exams, parent portal
- Hospital Management — OPD, IPD, pharmacy, lab, billing
- HRMS & Payroll — attendance, leave, PF/ESI/TDS, payslips

AI & Automation

- OpenAI and Claude API integrations for business workflows
- WhatsApp Business API — OTP, broadcasts, chatbots, multi-agent inbox
- Intelligent document processing and support automation
- AI-powered lead qualification and follow-up systems
- Cloud solutions — AWS, GCP, Azure architecture and migration

SEO, AEO & Digital Marketing

- Technical SEO — Core Web Vitals, schema markup, site speed
- AEO (Answer Engine Optimisation) — AI Overviews, featured snippets
- GEO (Generative Engine Optimisation) — ChatGPT, Gemini, Perplexity
- Google Ads and Meta Ads — PPC campaign management
- Local SEO — Google Business Profile, citations, review management

Our Products

Ready-to-deploy business software built and refined across hundreds of deployments.

Softinsan CRM	Lead management and sales pipeline for Indian SMEs with WhatsApp integration.
WhatsApp API Platform	Official WhatsApp Business API for bulk broadcasts, OTP, and multi-agent support.
School ERP	Multi-campus school management — admissions, attendance, fees, exams, payroll.
Hospital Management	OPD, IPD, pharmacy, lab, radiology, billing, and insurance claim processing.
HRMS & Payroll	Onboarding, attendance, leave, performance, payroll with PF/ESI/TDS calculations.
Restaurant POS	Touchscreen POS for dine-in, takeaway, and delivery with Swiggy/Zomato integration.
Lead Management System	Centralised lead capture from website, landing pages, and Facebook Ads.

Industries We Serve

• Healthcare & Hospitals	• Education & EdTech	• Retail & Ecommerce
• Travel & Tourism	• Restaurants & Food	• Construction & Real Estate
• Finance & BFSI	• Manufacturing	• Government & NGO
• Startups & SaaS	• Legal Services	• Hospitality

Case Studies

Healthcare

PHP 8 · MySQL · Flutter · Razorpay

Hospital Management System — 200-Bed Private Hospital, Kerala

Challenge

Manual registers and three disconnected software systems causing billing errors, lost patient records, and slow OPD throughput.

Solution

End-to-end hospital management software covering registration, OPD, IPD, pharmacy, lab, radiology, billing, and insurance claim processing.

40%

Admin time saved

0

Billing errors/month

12

Departments integrated

Travel & Tourism

WordPress · React · SEO · AEO

Travel Portal Rebuild — 320% Organic Traffic Growth

Challenge

A 7-year-old travel website with poor load times, weak SEO, and no structured content strategy, ranking on page 4 for target keywords.

Solution

Headless WordPress with React frontend, Core Web Vitals optimisation, AEO content strategy across 80+ destination pages, and schema markup implementation.

+320%

Organic traffic

12

Page-1 keywords

91

Lighthouse score

Education

Core PHP · MySQL · SMS API · PayU

School ERP — 3-Campus CBSE Chain, 4,000 Students

Challenge

Paper-based admissions, manual fee tracking, and disconnected attendance systems across three campuses.

Solution

Unified School ERP covering admissions, attendance, timetables, fee management with online payment, exam results, parent portal, and staff payroll.

60%

Faster fee collection

100%

Paperless workflow

4,200

Students managed

Why Businesses Choose Us

Senior-Led Teams	The people who scope your project are the same people who build it. No handoff to juniors after kickoff.
Fixed-Price Delivery	Most projects are quoted fixed-price after discovery. You know the total cost before we start, with milestone-based payments.
In-House Across the Stack	Design, backend, frontend, mobile, SEO, and cloud — all under one roof. No subcontracting, no coordination gaps.
Post-Launch Support	30-day warranty on every project. Monthly maintenance retainers available for ongoing updates, security, and monitoring.
Domain Knowledge	We run our own products (CRM, School ERP, WhatsApp platform) — we understand what enterprise software must actually do.
Multi-Timezone Operation	Active across IST, GMT, and Gulf time zones. Async-friendly tools, weekly video reviews, and detailed written documentation.

Get In Touch

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Ready to start a project? Email us at contact@sangamam.co.in or visit sangamam.uk/contact