



# CODE & PIXELS

*Interactive Technologies Private Limited*

Registered With :

एन. एस. आई. सी.  
**NSIC**  
ISO 9001 : 2008  
National Small Industries Corporation  
राष्ट्रीय लघु उद्योग निगम लिमिटेड



**MSME**  
सूक्ष्म, लघु एवं मध्यम उद्योग  
MICRO, SMALL & ENTERPRISES

**ISO**  
9001:2015



TNV Certification UK Ltd.

**NASSCOM**  
MEMBER

**COMPANY  
PROFILE**



# About

Software Development is our Passion not just Our Business

# About Us

❖ Code and Pixels Interactive Technologies Private Limited is a IT company with its headquarters in Hyderabad, providing **IETM services and Custom software development Services** to industries in verticals such as **Defence, Transportation, Aerospace, Manufacturing, Energy, BFSI and Education.**

## Departments



### IETM DEVELOPMENT

- IETM , all Levels
- Web Application Development
- EXE based Application



### Content Engineering

- Computer Based Learning
- Training Aids
- Video Based Learning



### Software Development

- LMS and LCMS
- English Language Lab
- Smart Classroom Service



### Mobile App Development

- Mobile Based Learning
- Customized App Development

# Our Team

*We have 100 + Members Professional Team Consists of:*

*IETM Programmers*

*Project Managers*

*IETM - UI & UX*

*Content writers*

*Document Integrator*

*Instructional Designers*

*QA & QC*

*Multimedia team*

*HTML/PHP developer*

*Sales & Marketing team*



**100 +**





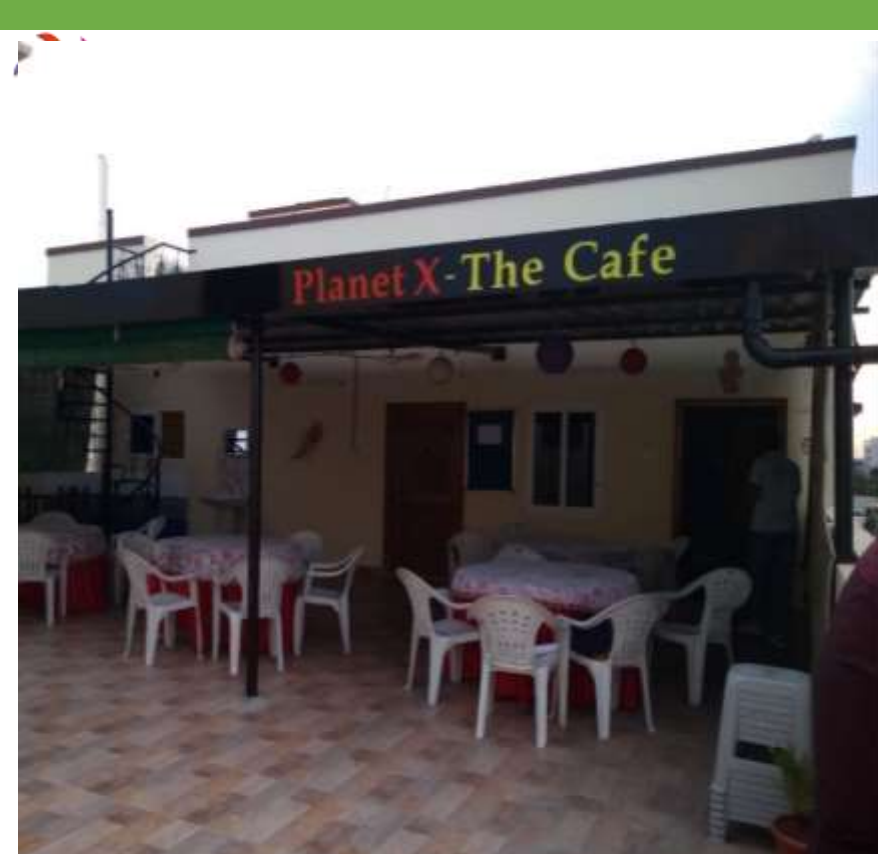
Company owned building



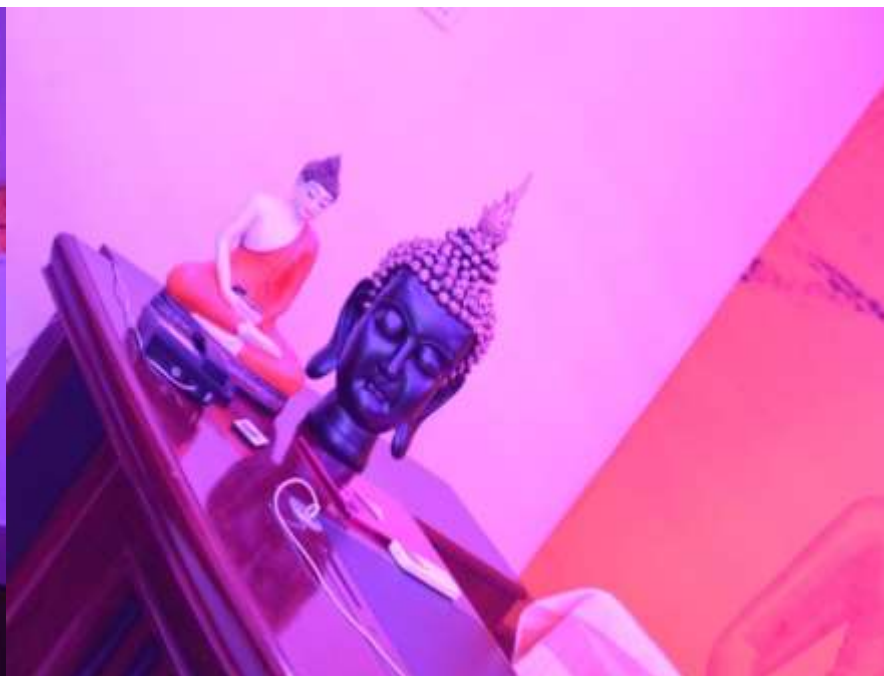














Celebrating



**Years**

*of Excellence*















# Services

IETM



Content Engineering  
Services



& Software Development  
Service, Smart Classrooms

# Code and Pixels at a Glance

- ❖ 100+ Customers across a broad spectrum of industries and sectors
- ❖ Excellent track record of Delivery
- ❖ Experienced Team
- ❖ Developed and Deliver 5000+ hours of custom learning content



## Operations

- ❖ 80+ professionals in development team and 70 + sales team
- ❖ Well equipped Development centre in Hyderabad and sales offices across Telugu States
- ❖ ISO 9001:2015 Quality Certified

## Performance





# Happy Clients

**AWARDS ARE GREAT, REFERENCES ARE AWESOME.. BUT WHAT IS MOST IMPORTANT TO US IS THAT OUR CLIENTS ARE HAPPY!**

**We measure our success  
By our Client's Success**



# ABOUT THE COMPANY



Interactive Technologies Private Limited

Registered with: ISO 9001 : 2015 Quality Certified Company



Code and Pixels, an ISO 9001: 2015 company headquartered in Hyderabad employs the best talent in the industry with a range of specializations including Subject Matter Experts, Instructional Designers, Multimedia Specialists, Software Professionals and Consultants. We are a specialist e-learning company, providing Simulation & Training Solutions, Content Engineering Services, Consultancy Services and IT Services to the industry.

## BFSI, Defence and Government Organizations



## Universities



## Corporates



Partnering with the best to deliver exceptional quality & value

All logos, and brands of clients are property of their respective owners. All company, product and service names used in this brochure are for identification purposes only. Use of these names, logos, and brands does not imply endorsement.





Design and Development of Interactive Electronic technical Manuals development



Design and Development of  
Interactive Electronic Technical Manuals  
CBTs, Video Films and Training Aids



**NAVY**



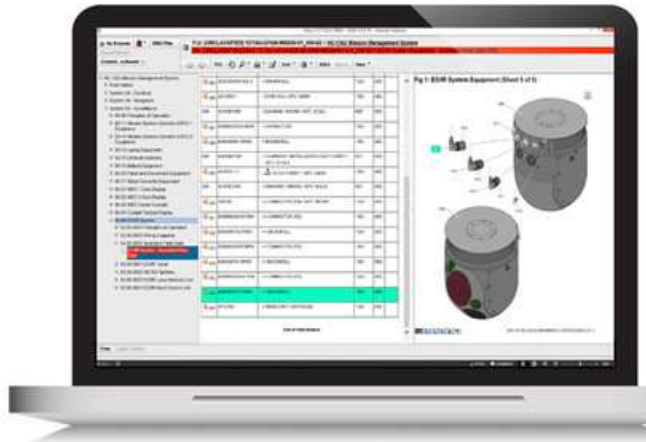
**ARMY**



**AIR FORCE**



# IETM - Level III/IV/V



अभियंता एवं सामग्री प्रबंधन विभाग (सीएम)  
Directorate of Contracts & Materials  
Management (Programme)

दूरभाष / Tel : 040 - 2418 8076 / 8075

फैक्स / Fax : 040 - 2434 2603

E-mail : dommail@asl.drdo.in



भारत सरकार, रक्षा मंत्रालय  
Government of India, Ministry of Defence  
रक्षा अनुसंधान एवं विकास संगठन  
Defence Research & Development Organisation  
**उन्नत प्रणाली प्रयोगशाला**  
**ADVANCED SYSTEMS LABORATORY**  
डॉ. ए.पी.जे. अब्दुल कलाम प्रक्षेपण समिति  
Dr. A.P.J. Abdul Kalam Missile Complex  
कंचनबाग हाकपूर, हैदराबाद - 500 058  
PO Kancharbagh, Hyderabad - 500 058

No. ASL/DCMM/VR/2017-18/08

Dated : 09-03-2018

**M/s Code & pixels Interactive Technologies Pvt.Ltd**

**D.No: 266, south end park ,Mansoorabad , L.B.Nagar, Hyderabad – 500068,India.**

**SUB : REGISTRATION OF FIRM AS APPROVED VENDOR**

1. Reference your application for registration.
2. We are pleased to inform you that you have been registered as an approved supplier/contractor to this Lab/Estt as per details given below:-
 

(a) Registration No.	:	ASL/DCMM/VR/2017-18/M8/21
(b) Date & Validity of Registration	:	09 March 2018 up to 3 years
(c) Category of item/s for which registered	:	Miscellaneous
(d) Registered as	:	Service Providers
(e) Stores/Items/Services for which Registration granted	:	IT enabled services
3. The Director ASL reserves the right to cancel your registration at any time without notice on any of the following grounds:
  - (a) Failure to observe, while tendering, the instructions given in tender form
  - (b) Failing to quote in response to invitation to tender on three successive occasions
  - (c) Failure to execute the contracts/supply orders satisfactorily
  - (d) Rendering of false information in the application for registration/quotation
  - (e) Any other grounds which in the opinion of the Director, render retention undesirable in public interest.
4. By registering your firm in our list we are not under any obligation to issue our tender enquiries to you each and every time. Enquiries will be issued depending upon the nature of procurement solely at the discretion of the Director, ASL, Hyderabad.
5. You are required to inform the Director in writing whether you or any of your partners/employees have/has close relations working with any DRDO Lab/Estt. This is for record only.
6. This registration will be valid for a period of Three years .
7. Any change in the Name, Address, Telephone No., E-mail, Proprietor and Constitution in case of partnership and New GST Number be informed to the Director ASL, Hyderabad for records.
8. Please acknowledge receipt.



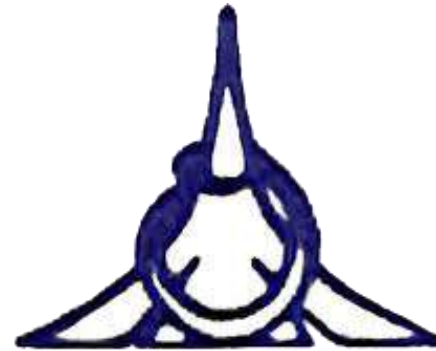

(R. Venugopal, Sc 'G', DCMM)  
For Director, ASL



# IETM - Level III/IV/V



**BHARAT DYNAMICS LTD.**  
(A Govt. of India Enterprise)



आर सी आई



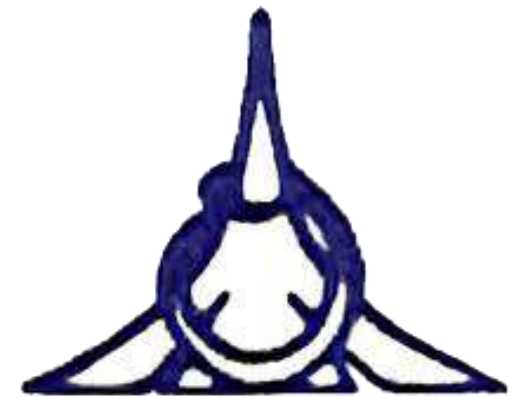
**Electronics Corporation of India Limited**  
A Govt. of India (Dept. of Atomic Energy) Enterprise



## Medium-Range Surface-to-Air Missile (MRSAM)



INDIAN AIR FORCE



आर सी आई



LARSEN & TOUBRO



Indian Navy

IETM - DEMO

LOGO

IETM - DEMO SYSTEM

Login

bhargav

12345

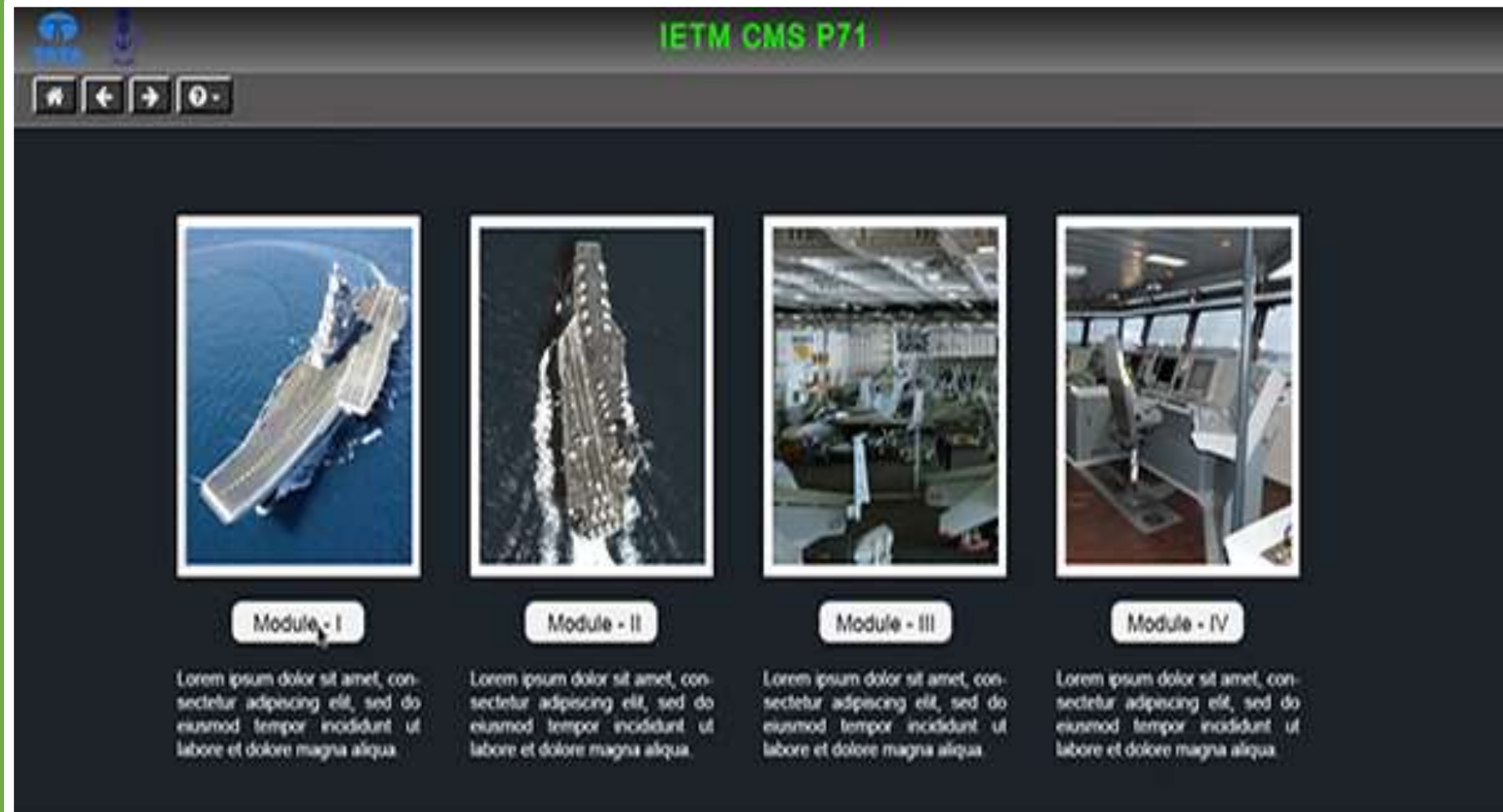
SUBMIT

BrahMos Aerospace

The image shows a screenshot of a web application titled 'IETM - DEMO SYSTEM'. The main content area features an aerial photograph of a BrahMos missile ship sailing on the ocean. In the bottom right corner of the screenshot, there is a 'Login' form with two input fields: one for the username 'bhargav' and one for the password '12345'. A 'SUBMIT' button is located below the password field. The 'BrahMos Aerospace' logo and name are overlaid at the bottom of the image.



IETM CMS P71



Module - I

Module - II

Module - III

Module - IV

Module - I: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Module - II: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Module - III: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Module - IV: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



# DRDL -Astra – Technical Documentation









# IETM Level -4 – s1000d







## IETMs of Level 3 and Level 4



AKASH



AGNI



BRHMOS

## Our IETM Client Base



L&T - BRAHMOS NAVY IETM



TATA - NAVY IETM



RCI

- Medium Range Surface to Air  
Missile (MRSAM) IETM



BDL - AKASH MISSILE IETM



POONA BEARING  
- Missile Handling Trolley (MHT)  
IETM



POONA BEARING  
- Missile Handling Trolley Vehicle  
(MHTV) IETM





HITECH HYDRAULICS

- Missile Transportation Vehicle  
(MTV) IETM



HITECH HYDRAULICS

- Akash Tent Vehicle (ATV) IETM



TIL

- Transport Cum Loader Vehicle  
(TLV) IETM



TIL

- Akash Auto Crane (AAC) IETM



ECIL

- Mobile System for Missile  
Checkout (MSMC) IETM



ECIL

- Combat Command Control  
Centre (CCC) IETM



TATA

- Akash Army Lancher (AAL) IETM



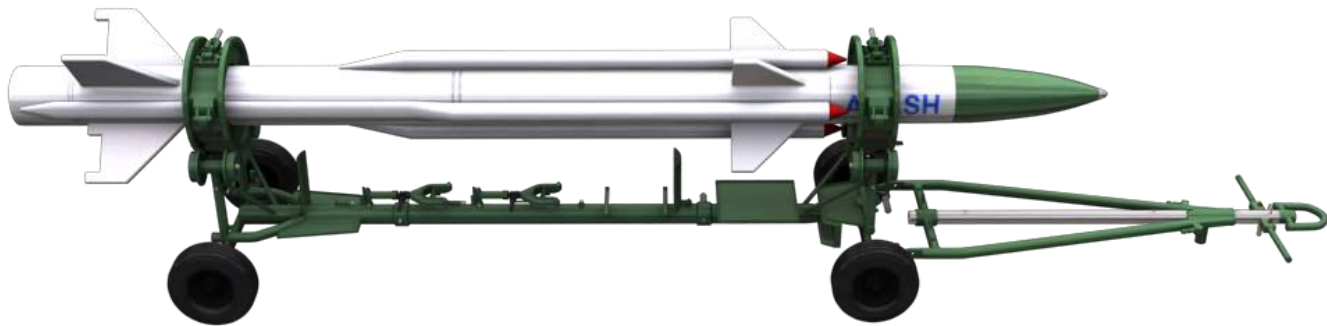
TATA

- Mobile Lancher Repair Station  
(MRLS) IETM

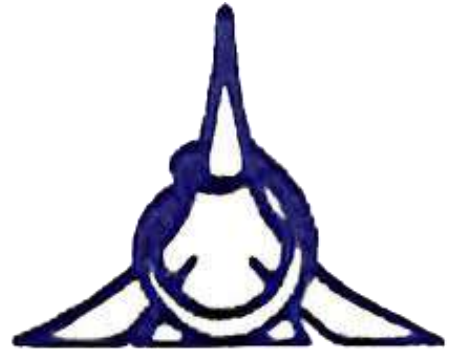


# IETM & Training Aids

**AKASH MISSILE  
and  
SUB SYSTEMS**



**BHARAT DYNAMICS LTD.**  
(A Govt. of India Enterprise)



आर सी आई

**ADVANCED SYSTEMS  
LABORATORY (ASL)**

Road Mobile Launcher (A-1 and A-2) for Agni Missile System







 **BrahMos Aerospace**



# IETM & Training Aids



LARSEN & TOUBRO

MOBILE  
COMMUNICATION  
TERMINAL (MCT)





# IETM & Training Aids



**LARSEN & TOUBRO**

# Short Span Bridging System



## IETM & Training Aids



## Mobile System for Missile Checkout (MSMC)



**Electronics Corporation of India Limited**

A Govt. of India (Dept. of Atomic Energy) Enterprise

Registered Vendor



# IETM & Training Aids



*Kirloskar*

PBI

Poona Bearings India Limited

IETM & Training Aids



Missile Handling Trolley Vehicle





### Mobile Communication Terminal (MCT-MKIII)



## Transporter Cum Loader Vehicle (TCLV)





# IETM & Training Aids

INDIAN DEFENCE



Battery Operated  
Truck (BOT)



## Missile Transportation Vehicle



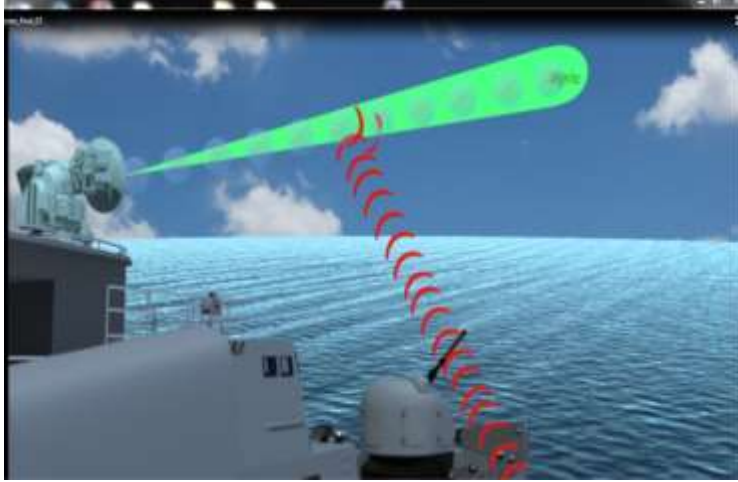


## Search Radars and Projectile & Regiment Formations



**Army Air Defence College**





LYNX / ODS  
System





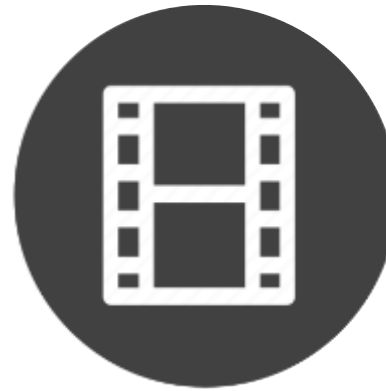
## Following Documents are Integrated in IETM

- ✓ User Handbook (UHB)
- ✓ Design Specification (DS)
- ✓ Technical Manuals (TM)
- ✓ Illustrated Spare Parts List (ISPL)
- ✓ Manufactured Recommended List of Spars (MRLS)
- ✓ Diagnostics and Installation (DIM)
- ✓ Special Maintenance Tool & SPL Test EQPT (SMT & STE)
- ✓ Initial Stocking Guide (ISG)
- ✓ Maintenance Scale (MS)
- ✓ Permissive Repair Schedule (PRS)
- ✓ Inventory
- ✓ OEM Manuals
- ✓ Operating Manuals
- ✓ Combat Manuals
- ✓ Deployment manuals
- ✓ Air Transportation Manuals

# CONTENT DEVELOPMENT



**CBT**



**Video Films**



**HTML Based  
Courses**



**Virtual Labs**



Design and Development of eLearning Training Courses on various subjects for Government officials. Also, Provided PPT Presentations, Mobile Apps, Scenario based Simulations etc...



**Digital India**  
Power To Empower



CENTER FOR DEVELOPMENT OF  
ADVANCED COMPUTING



IndianOil

Tools : Java, C, C++, PHP, Adobe Flash, Captivate, Storyline, After Effects, PPT

Developed various multimedia traing courses

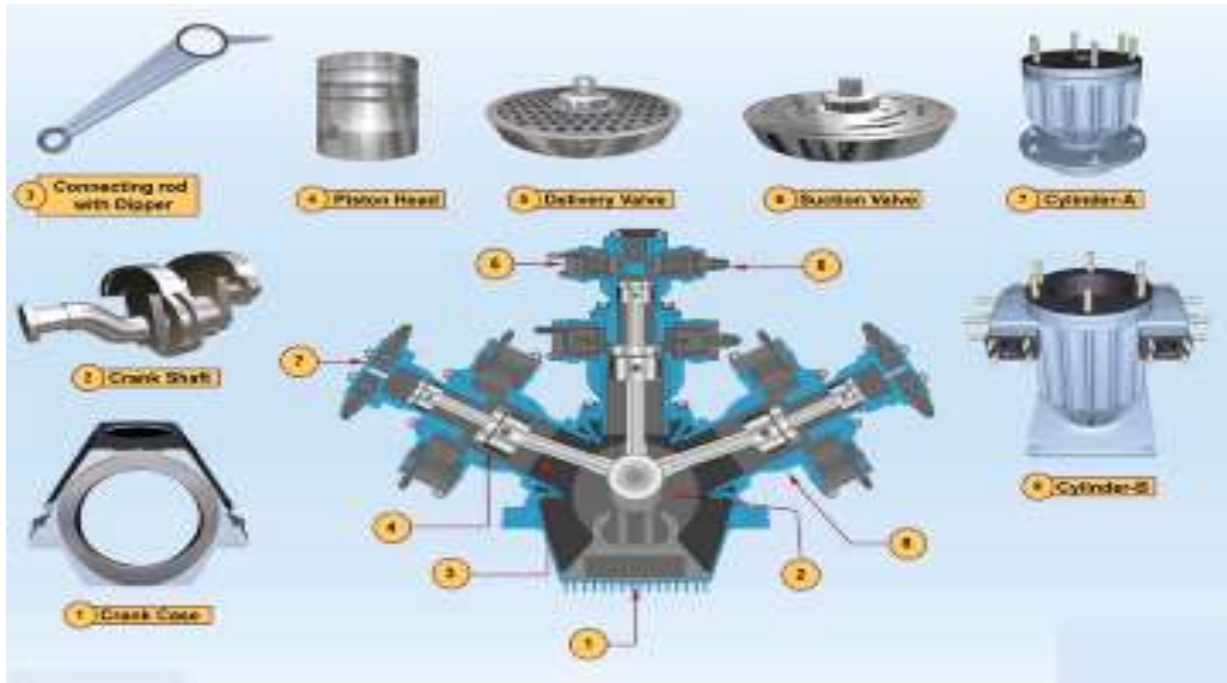
We have done Training Video Films on ECIL Voting equipment's for polling staff

- EVM with VVPAT - M1
- EVM With VVPAT – M1 Multipost
- EVM with VVPAT – M2 First Level Checking(FLC) & Sealing, Distribution, Polling & Commissioning (SDPC)
- EVM with VVPAT M3 – (FLC,SDPL)



Registered Vendor





## CBT

- Operator
- Maintainer



## Training AIDS

- CHARTS
- BLOWUP DIAGRAMS
- Training Brochures
- Technical Literatures
- Slides
- IETM



Delivered to  
**DEFENCE labs**



President Pranab Mukherjee on Sunday 9<sup>th</sup> July 2017 launched 'Swayam Prabha', a digital platform intent on revolutionizing education in the country.







# SWITCH TO SMART EDUCATION.

Learning made easy with SWAYAM,  
An MHRD initiative



## DISCOVER YOUR LEARNING PATH

SCHOOL ^

Not finished school yet?

[Do it here](#)

CERTIFICATE v

DIPLOMA v

UNDERGRADUATE v

POST GRADUATE v



SWAYAM is a programme initiated by Government of India. SWAYAM platform is indigenously developed by Ministry of Human Resource Development (MHRD) and All India Council for Technical Education (AICTE) with the help of Microsoft for platform (LMS) and content by UGC empaneled vendors, and *Code and Pixels* is one of the empaneled vendor

Learning Portal for Post Graduation courses

Initiative of:



- ❖ Design and Development of eContent Modules / Multimedia Works
  - ✓ Understanding the Training needs
  - ✓ Designing the Storyboards with the help of Content Writers / SME / PI's
  - ✓ Development of Media Elements and integration into final eContent Module
  - ✓ Review by PI's and UGC
  - ✓ Final version uploaded in ePG Pathshala Portal

**1500+ LESSONS ARE UPLOADED IN PORTAL**



November 2015, Vigyan Bhawan, New Delhi

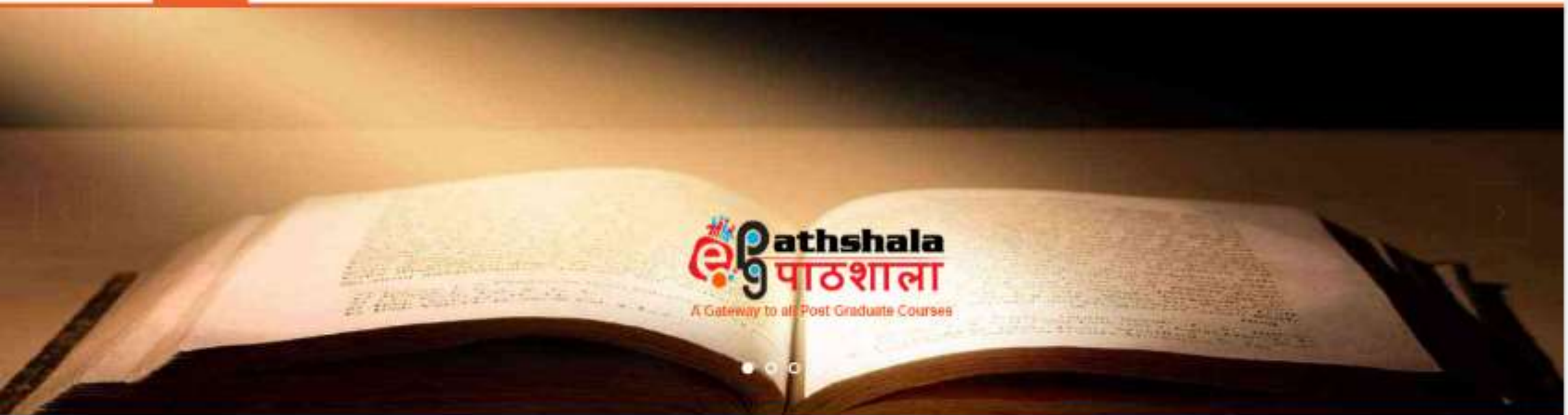


e-Pathshala, Saransh, Shaala Siddhi Portals launched by Govt. of India on 07th November 2015 by Union Human Resource Development Minister Smriti Irani.



Home

Uploaded Content Downloads NME-ICT (MHRD) Registration Search Stats Contact Us Feedback Quiz



### About

An MHRD, under its National Mission on Education

### Subject Category





University of Calcutta



हैदराबाद विश्वविद्यालय  
University of Hyderabad



S.N.D.T. Women's University  
Shreemati Nathibai Damodar Thackersey Women's University

Developed 1500+  
courses for Many  
Universities across  
India





Developed 1500+  
courses for Many  
Universities across  
India







Developed 1500+  
courses for Many  
Universities across  
India





## SAMARTHY ONLINE LEARNING PORTAL







# DIGITAL INDIA WEEK





The Union Minister for Rural Development, Panchayati Raj, Drinking Water and Sanitation, Shri Chaudhary Birender Singh addressing at the launch of the 'SAMARTHYA', the Online Learning Portal (OLP) for MGNREGA, in New Delhi on July 03, 2015. -



The Union Minister for Rural Development, Panchayati Raj, Drinking Water and Sanitation, Shri Chaudhary Birender Singh addressing at the launch of the 'SAMARTHYA', the Online Learning Portal (OLP) for MGNREGA, in New Delhi on July 03, 2015.

\*\*\*\*\*



The Union Minister for Road Transport & Highways and Shipping, Shri Nitin Gadkari addressing at the inauguration of the "Smart Transportation Infra Summit & Expo 2015", In New Delhi on July 03, 2015.





- ✓ The Sardar Vallabhbhai Patel National Police Academy (SVPNPA), trains officers of the Indian Police Service, who have been selected through an All India based Civil Services Examination.
- ✓ We are developing training courses on various subjects of IPS training

- ✓ This Centre gives training to officers from State Police, CPOs and other LEAs of Central Government, Digital Forensic Experts of CFSL and State FSL, Judges and Prosecutors.
- ✓ The main objective of this Centre is to build capacity in the field of Cyber Crime Investigation and creating Master Trainers
- ✓ We are developing training courses on various Cyber crime, and forensic related courses



CENTER FOR DEVELOPMENT OF  
ADVANCED COMPUTING

- ✓ The Centre for Development of Advanced Computing is an Autonomous Scientific Society of Department of Electronics and Information Technology, Ministry of Communications and Information Technology, Government of India
- ✓ We are developing training courses Mobile forensic, Disc Forensic, Cyber crime investigation



APTARA

*Kirloskar*



*integrä*



LARSEN & TOUBRO



Tools : Adobe Flash, Captivate, Storyline, After Effects, Fusion, Maya.....

Developed various multimedia traing courses

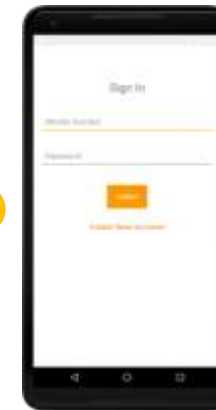




Implemented by



- ✓ Developed courses Andhra Pradesh Rural development to strengthen capacity building activities
- ✓ Also Developed a Learning APP to reach Smart phone users easily



Login Screen



Contents Screen



Module Screen



**Prior Experience /  
Current Projects**



**Developing e-learning courses on various aspects of Glass Decoration and other process involved in production. Courses are uploaded in Skilldom LMS**





❖ Design and Development of e-Learning Package on Core Values, Management and Effective Body Language

- ✓ Course shall contain chapter titled 'Introduction' that explains the course purpose as per SME/Coordinator from PMI.
- ✓ Writing shall be factual, specific, terse, clearly worded, and simply illustrated, so that the user can understand.
- ✓ Each course should have a self-running interactive content with navigation buttons at the bottom of the course window regarding the subject of the course.
- ✓ There should be a self-assessment test after every course for the user.
- ✓ There should be course ending assessment after the user goes through all the modules and corresponding assignments.





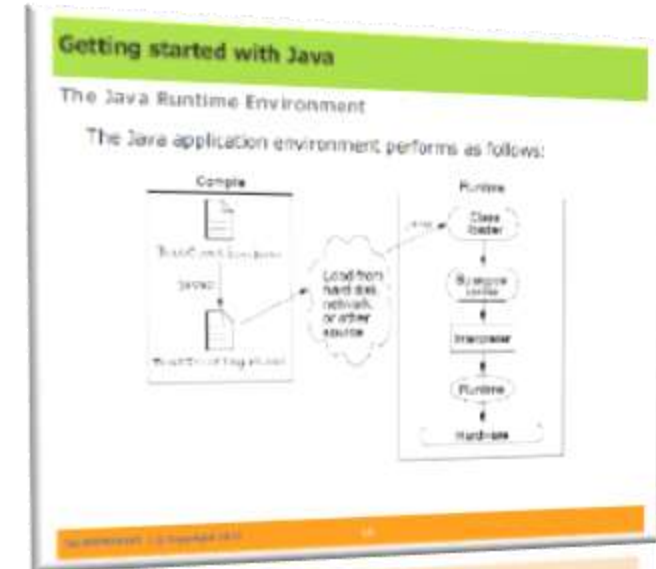
## Design and Development of eLearning Module on “Business Accounting using Tally.ERP 9 “

CBTS + MANUALS Required for  
training students of tally authorized  
institutes across India





- ✓ Design, Standardization and conversion of Courses to Standard Book Format as per the given requirements of Talent Sprint.
- ✓ Understanding the document
- ✓ Designing and Standardization as per the standard guidelines of Talent Sprint.
- ✓ Final approval by Talent Sprint.





**TOP & PREFERRED  
VENDOR  
FOR PAST 5 YEARS**

- ✓ Working with state bank of india from past 4 years on design and development of 639 e-lessons, 572 e-capsules and 510 m-nuggets
- ✓ Working with State Bank of India for Design and Development of E-Lessons, E-Capsules and mNuggets. Our team parallely working with 5 SBI Apex Training Centers
- ✓ For BOB and successfully completed design and development of 25 courses in HTML 5



**Tools :** HTML5, Adobe Flash, Captivate, Storyline, Lectora

**Empaneled vendors to develop e-Content for all the mentioned Banks**





- ✓ Our team parallelly working with 5 SBI Apex Training Centers, consisting of



**State Bank Staff College, Hyderabad**



**State Bank Institute of Information and Communication, Hyderabad**



**State Bank Academy, Guragon**



**State Bank Institute of Rural Development, Hyderabad**



**State Bank Foundation Institute – Chetana, Indore**



- ✓ Design and Development of eLearning Modules for SBI Mutual Fund, Mumbai.





Design and Development and Conversion of eLearning Modules to SCORM version for SBI Life Insurance, Mumbai.



❖ Design and Development of eLearning Modules for Andhra Bank.

- Understanding the Training needs
- Designing the Storyboard in consultation with SME
- Development of Media Elements and integration of eLearning Lessons as per the SBI Standard guidelines.
- Final approval by SME and deployment and packing into LMS version.



- ❖ Design and Development of eLearning Modules for Bank of Baroda & Canara Bank
- ❖ We are empaneled vendors for BOB and successfully completed design and development of 25 courses in HTML 5







**We are Just  
a Call away**

**Thank You**

**Code and Pixels Interactive Technologies Pvt. Ltd.**

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Road Number -5, Sri Shankar colony,

Seris Road, L.B Nagar , Hyderabad 500074

Tel: 098495 27706

e-mail: [gopikrishna@codeandpixels.net](mailto:gopikrishna@codeandpixels.net)

[www.codeandpixels.net](http://www.codeandpixels.net)



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*Interactive Technologies Private Limited*