Awshar AI

Navigate Smarter, Connect Deeper

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MINISTRY OF CORPORATE AFFAIRS
GOVERNMENT OF INDIA

उद्योग संवर्धन और आंतरिक व्यापार विभाग
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE

MSME
MICRO, SMALL & MEDIUM ENTERPRISES
OUR STRENGTH
Ministry of MSME, Govt. of India

Supported & Recognized for

Awshar AI
DATA CENTER

geoFencing
powered by Google Maps

deepSense
Social Intelligence Platform

awshar.in

Hi, we are **AWSHAR AI**

About **Company**

A team of Digital Marketing experts, Data Scientists, AI experts, experienced Web Developers and UX Designers developing the Awshar AI deepSense and geoFencing App. Awshar is reshaping policymaking with cutting-edge AI-powered insights. Our Platform and App provide real-time data to tackle most pressing challenges head-on.

About **Platform**

We are constantly evolving our platform, adding new features, with the mission to make it the standard Brand monitoring choice for small-medium companies, political parties, government agencies to improve their image, market their products and build a strong online community.

About **Mission**

The mission is to provide this vast amount of information automatically, without the need for complex queries on Google and Social Media services, presenting everything in an easy-to-use interface. And all that, to be offered at scalable subscriptions that even a small Startup or rising personality can afford.
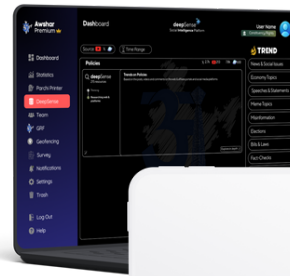
About **Vision**

Our promise is to keep improving our software, giving you more features constantly, and evolving as this ever-changing area evolves. We wanted to be Powerful, effective and most easy to use monitoring solution for your Brand. But we don't want you to take our word for granted, try it to see for yourself!

deepSense
Social **Intelligence** Platform

deepSense is your AI co-pilot for Social Media Intelligence. It analyzes your brand, competitors, and the broader social landscape to deliver tailored content strategies, influencer insights, and engagement-boosting automation — all in one intuitive experience.The future of AI-powered internet marketing technology is here. In a world where every swipe matters, deepSense is built to give brands the edge they need. It combines smart automation, content intelligence, and data-driven influencer marketing into one powerful platform.

deepSense
Social **Intelligence** Platform

Social Media Monitoring for
Politicians and Government Organizations

Discover voters' authentic opinions in real time. People are more likely to express their honest opinions on your party, your opposition, and your policies on social media rather than in traditional polls. Use this gold mine of real-time feedback to keep an eye on parties and rivals, predict voters' preferences, and craft dynamic strategies that resonate with public sentiment.

Powerful Features to help you Master your **Online Presence**
Discover how Awshar can help you dominate the online **brand** presense.

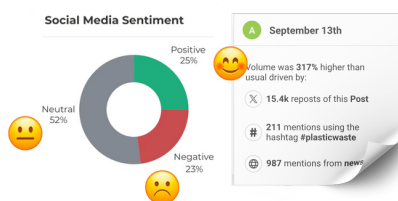|		
Sentiment Analysis (AI)	**Mention Clustering (AI)**	**Top Mentioners**
Understand the emotional tone of public discussions, and identify positive and negative mentions.	Group your mentions in categories and easily discover what your voters are talking about.	Discover influencers & key individuals shaping online conversations & assess their impact.
Social Intelligence Expert	**Advanced Reporting**	**Comparison Matrix**
Get actionable insights from your personal AI-powered advisor and improve your social campaigns.	Create tailored to your-needs social media reports and share the insights with your marketing department.	Track your performance compared to opposition and rival parties.

Social Media Sentiment

Positive 25%
Neutral 52%
Negative 23%

September 13th

Volume was **317%** higher than usual driven by:

X **15.4k** reposts of this Post

211 mentions using the hashtag **#plasticwaste**
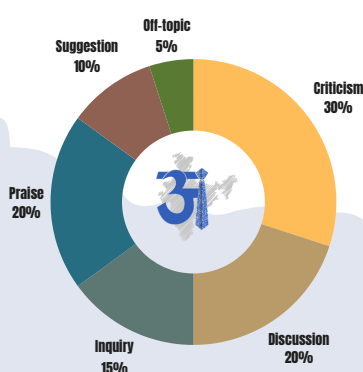
🌐 **987** mentions from news

- Brand voice learning and content optimisation
- AI-powered content calendars and design suggestions
- Micro & nano-influencer discovery with ROI predictions
- Historical insights, KPI dashboards & reputation monitoring

Evaluate your **Marketing Efforts** & **Campaign Performance**

Monitor what does your **followers** say?

Off-topic 5%
Suggestion 10%
Criticism 30%
Praise 20%
Inquiry 15%
Discussion 20%

Are you **ignoring** crucial information? We take a closer look at your **comments**.

Track campaign performance

Number of mentions, reach, engagement, and more **across various platforms** & measure the impact of your messaging.

MENTIONS
28K total

REACH
158M unique

ENGAGEMENT
10M total

SENTIMENT ANALYSIS
4.7K
3.5K

geoFencing
powered by Google Maps

The Awshar App is a geo-fencing solution powered by Google Maps, designed for precise location tracking, journey mapping, and geo-tagged media capture.

It allows users to re-centre their location, use a GPS camera to snap & tag places, and track their coverage effortlessly. The app also features a matrix panel for distance & duration monitoring, a location control button for easy session management, and a logout button for user security.

the Awshar App

Awshar App – Smart Field Operations, Simplified!
Gain full control and visibility over your field teams with the **Awshar Platform Dashboard.**

Designed for ground operations and surveys, the dashboard offers Live Team Tracking, distance travelled, and time spent on the field, all in real time. With features like GeoTagged Forms, GPS Photo Capturing, Geo Attendance, and Auto Screenshot Capture, every action is logged with verifiable geo-coordinate signatures for unmatched accuracy and accountability.
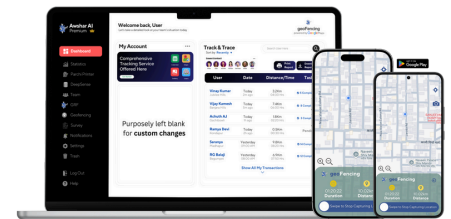
Re-centre button
Re-centre to the current location pin.

GPS Camera button
Snap, tag, and pin—map your memories with precise geo-location!

Map your coverage
Track your journey—see visited locations seamlessly on Awshar geoFencing Maps App.

Logout button

Matrix panel
Monitor distance & duration matrix

Location control button
Control Start, Pause & Stop capturing location by swapping the button right.

Take control of your campaign with the Awshar geoFencing app, powered by Google Maps

Whether you're tracking your movements, securing geo-tagged memories, or monitoring campaign data, Awshar makes it seamless and intuitive.
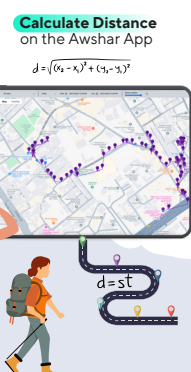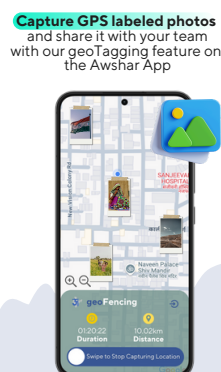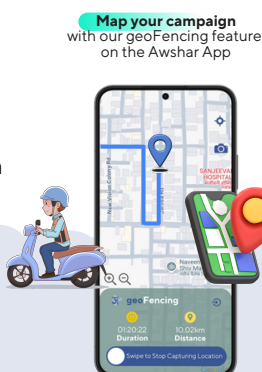
GET IT ON Google Play

Download on the App Store

the Platform

Track your field teams in real-time, view GPS-tagged photos, analyze routes, and map every visit—all in one powerful Awshar Platform.

- **Live Team Location Tracking**: Monitor your team's real-time movements with high-accuracy GPS tracking, ensuring full visibility of field operations at any moment.
- **Access to geoTagged Photos**: Instantly view all location-stamped images captured by field teams—organized by user, time, and exact map location for easy verification.
- **Distance & Duration Analytics**: Get detailed insights on total distance covered and time spent on the field, empowering data-driven decisions and productivity assessment.
- **Map-Based Activity Logs**: Visualize every visit with interactive maps showcasing routes, stops, and photo-pinned locations—perfect for auditing and field reporting.
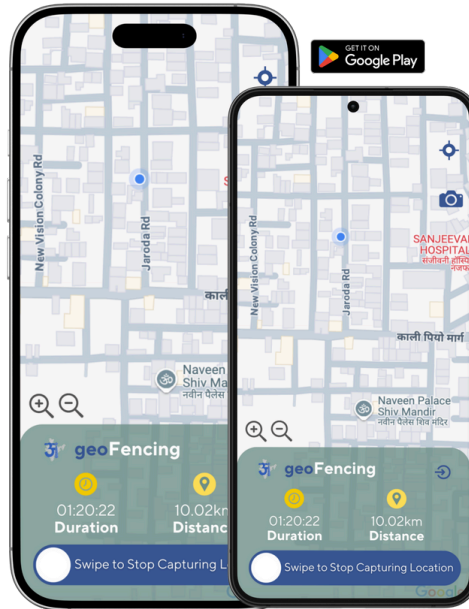
Powered by Google Maps, the Awshar App allows users to **capture GPS-labeled photos and share them with their team using the built-in geoTagging feature**. This enables efficient location tracking with visual context, ideal for fieldwork, documentation, and team collaboration.

Map your campaign
with our geoFencing feature on the Awshar App

Capture GPS labeled photos
and share it with your team with our geoTagging feature on the Awshar App

Calculate Distance
on the Awshar App

$$d = \sqrt{(x_2 - x_1)^2 + (y_2 - y_1)^2}$$

Manage Historical Data & **Workforce Monitoring**
with our Reporting feature on the Awshar App

geoFencing

GPS Tagged Attendance

Makes It easy for managers to know who is working

- Attendance marked using employee tracking app will capture true time and GPS location
- Attendance can be GPS location specific, user needs to be at the location to mark the attendance
- Attendance with Selfie, admin can make it mendatory in the employee tracking app
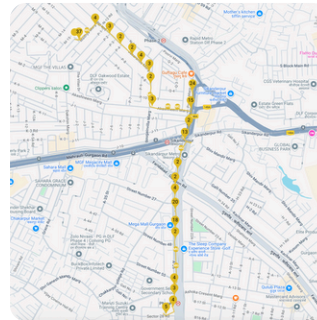- User can give the information about the day plan and transport mode

Real-Time Reporting

- User gets an confirmation once attendance is successfully marked on server.
- Team leader can track, monitor and download report with the details of all the visits done by his/her team members in real time.
- Team leader report has attendance details, task completion, visit details of all user using Awshar tracking app.
- User can take live GPS tagged picture at the visited location with GPS camera feature in the app and share it from the app.
- App reports status of distance, time, tasks and GPS photo captured.
- App records true GPS location coordinates, maps of visit, date and time only

GPS Tagged Photos

Every photo tells the where, when, and what; click & share with GPS coordinates, time stamp & verified address.

Map your travel

Map every travel route, every stop, every visit; automatically. Know where your team has been and how long they stayed with full transparency.
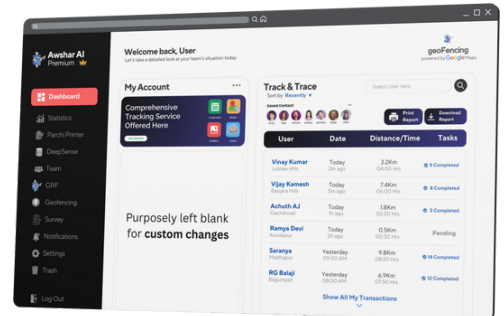
(•) Live Tracking

Authentic Reporting ✓

Zero Manipulation.

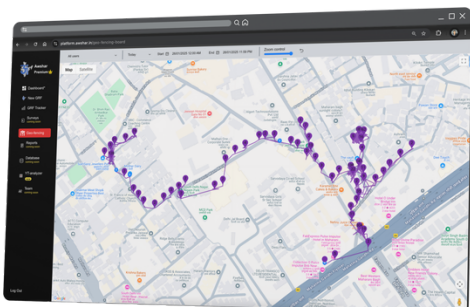App-Verified Reports with Location, Time, Address & Photo Proof.

- Every visit is logged with a live, camera-only photo from the exact location, time-stamped and GPS-verified.
- Access control ensures reports are generated only from authorised devices, giving you unmatched data integrity.

Location Intelligence with Awshar AI ✨

See data in the context of location, not in rows and columns. Plot accounts, opportunities, and any Awshar object on an interactive map. Surface insights and select only what's relevant. Quickly highlight top-performing accounts, filter the newest prospects to follow up on, and select contacts by titles in any area with customer mapping software.

Manage efficiently with AI based location mapping software. Make smarter prospecting decisions with customer record visualization. Streamline field sales management, optimize route planning, and save time by automating record-keeping tasks.

The cutting-edge features you have developed at **Awshar by Delishia Analytics**—such as Geo-fencing feature with election area boundaries & deepSense; Social Media AI-Based Analysis. They have set a benchmark in the industry. I am impressed with the design of your upcoming innovations like Facial Recognition technology & the Voter Slip Print App along with AI-driven analytics around them.

Manish Sisodia
Delhi's Former Deputy CM, Education Minister

Heartfelt congratulations on the remarkable initiative undertaken with Delishia Analytics and the development of India's first socio-political service platform, "**Awshar**." This innovative venture has the potential to create a significant impact on our society by bridging the gap between technology and socio-political engagement. You have my full support and blessings as you continue to develop and launch this pioneering platform.

Deepender Hooda
H'ble MP Lok Sabha, Rohtak (Haryana)

As the Chief Strategy Officer, staying ahead of consumer sentiment and digital trends is critical. With **Awshar AI's deepSense** platform; the AI-powered insights, automated content suggestions, and micro-influencer discovery tools are not just innovative—they're game-changing. DeepSense doesn't just deliver data, it delivers direction. We've seen a 40% increase in campaign engagement and significantly reduced decision-making time.
If you're in the business of building brands in a digital-first world, deepSense isn't optional—it's essential."

Swaraj Shetty
Co Founder, Chief Strategy Officer
Amplifive.co
Marketing Agency, Mumbai

"Awshar doesn't just help with election management – it strengthens governance. It brings transparency, discipline, and efficiency to both campaigning and constituency work. I highly recommend it to all public representatives who truly want to stay connected with the grassroots."

With Awshar, I was able to monitor the movement of campaign teams, ensure proper booth coverage, and manage field visits without any confusion or duplication of efforts. The app gave me real-time updates on every team member's location and their coverage status .

Jagdeep Singh Kaka Brar
MLA, Sri Muktsar Sahib
Punjab

Reach out for

Strategic Partnerships
Form alliances with government bodies and non-profits to gain early entry into community projects, enhancing credibility and reach.

Digital Marketing Campaigns
Utilize SEO, content marketing, and targeted social media campaigns to raise brand awareness and showcase expertise in data-driven solutions.

Industry Conferences and Seminars
Regularly participate in and sponsor relevant industry events to network with potential clients and present thought leadership.

Pilot Projects
Offer trial services to key potential clients to demonstrate value and effectiveness, aiming to secure long-term contracts and referrals.

Awshar AI is your **all-in-one platform** for real-time brand intelligence, social media analysis, and smart geo-tracking. From campaigns to business growth, **harness AI-powered insights** to lead smarter, engage deeper & act faster.

Connect with Us Shaping the Future Together

At Awshar, your insights drive our innovation. Whether you have questions, need data solutions, or want to collaborate, we're here to help. Reach out through any of our contact channels, and let's transform data into action together. We look forward to hearing from you and exploring how our tailored solutions can meet your specific needs.

Join the revolution towards a Developed India! A Delishia Analytics initiative.
Whether you have a question or media inquiry, need more information, or
Want to say hello, send us a message.
We're ready to help.
For more info, visit our website at **www.awshar.in**
For contact, please email our Comms Director at **info@awshar.in** or call **931-931-2955**.

AWSHAR GRF
Manage your constituency like never before!

Public Grievance Redressal Form (GRF)

Scan to access
Grievance Redressal Form (GRF)