

# Apex Infosys India

📍 Consumer Services Navi Mumbai, Maharashtra, India

"Apex Infosys provides personalized automation and control solutions that allow virtual control of any device in homes and businesses."



## Company Summary

Apex Infosys is a leading provider of automation and networking systems for homes and businesses, offering a personalized and unified smart home system to automate and control connected devices including lighting, audio, video, climate control, intercom, and security. Founded in 2017, Apex Infosys is currently focused on making everyone's lives more simple and secure by offering unprecedented visibility and control of the entire house.

## Executive Summary

## Management

## Customer Problem

People face a lot of hassle during switching between multiple apps due to the absence of a smart home ecosystem resulting in poor end-to-end solutions and user experience. Consumers refrain buying smart homes in fear of getting hacked as all the companies rely on cloud-only approach for their products.

## Product/Services

Our Apex MCU has the power to control 65000+ variety of smart home products at a time in just a single interface. The Apex MCU acts as a firewall to protect your smart devices from the external world while still giving you encrypted cloud access whenever you need it. Our in-house developers are capable of customizing a product software as per customer's needs.

## Target Market

## Business Model

90 % revenue through product sale. 10 % recurring revenue through a subscription model.

## Customers

Trigger communities—people forced to seek new solutions due to an unfortunate event or new situation in life: 1. Owners of new houses or flats, 2. New families. 3. Victims of burglaries, home fires, floods, 4. Elderly or disabled people – assisted living. Passion communities—people who want to change their homes due to their interests: 1. Audiophiles, 2. People who care about the environment, 3. Tech geeks & people interested in design.

## Sales/Marketing Strategy

## Competitors

## Company

**URL:** <https://apexinfosys.in>

**Founded:** December 2017

**Employees:** 15

## Entrepreneur

**Advait Thakur**

[advait@apexinfosys.in](mailto:advait@apexinfosys.in)

## Round Overview

**Funding Stage:** series\_seed

**Capital Raised:** Rs1.5M

**Capital Seeking:** Rs20M

**Pre-Money Valuation:** Rs100M

**Run Rate:** Rs1.8M

**Net Burn:** Rs925k

## Team

**Advait Thakur** CEO

**Anilkumar Patil** COO

**Sachin Saxena** CFO

## Social

<https://www.linkedin.com/company/apexinfosysindia>

[https://twitter.com/apexinfosys\\_in](https://twitter.com/apexinfosys_in)

<https://www.facebook.com/apexinfosysindia/>

## Competitive Advantage

The fact that we are a company with Indian roots strengthens our competitive advantage and makes it much easier for the customer to identify with it. Moreover, being India's first hybrid smart home provider, reliability, speed, power, and the convenience of our hybrid cloud-connected service can be considered as a competitive advantage in the smart home market.

## Apex Infosys India Annual Financials

	2020	2021	2022	2023	2024
<b>Customer Sales, Recurring AMC</b>	18	164	741	1548	3088
<b>Revenue</b> ₹s	720,000	6,560,000	30,033,600	63,698,400	127,235,200
<b>Expenditure</b> ₹s	600,000	4,175,000	22,248,800	42,051,000	61,174,572
<b>Profit (Loss)</b> ₹s	<b>120,000</b>	<b>2,385,000</b>	<b>7,784,800</b>	<b>21,647,400</b>	<b>66,060,628</b>

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