



CASE STUDY

Mudra Bank chooses i-exceed's Appzillon to
Power their Digital Initiatives



About the Bank

Micro Units Development and Refinance Agency Bank (or MUDRA Bank) is a public sector financial institution in India. It provides loans at low rates to micro-finance institutions and non-banking financial institutions which then provide credit to MSMEs. It was launched by Prime Minister Narendra Modi on 8th April, 2015.

Bank's Requirement

Mudra Bank wanted mobile apps for all devices which could provide the same information which was available on its current website. They also wanted the apps very quickly on all app stores.

The solution was expected to have:



High levels of data integrity and security



A unified design theme and integrated environment



Ability to connect with existing backend systems

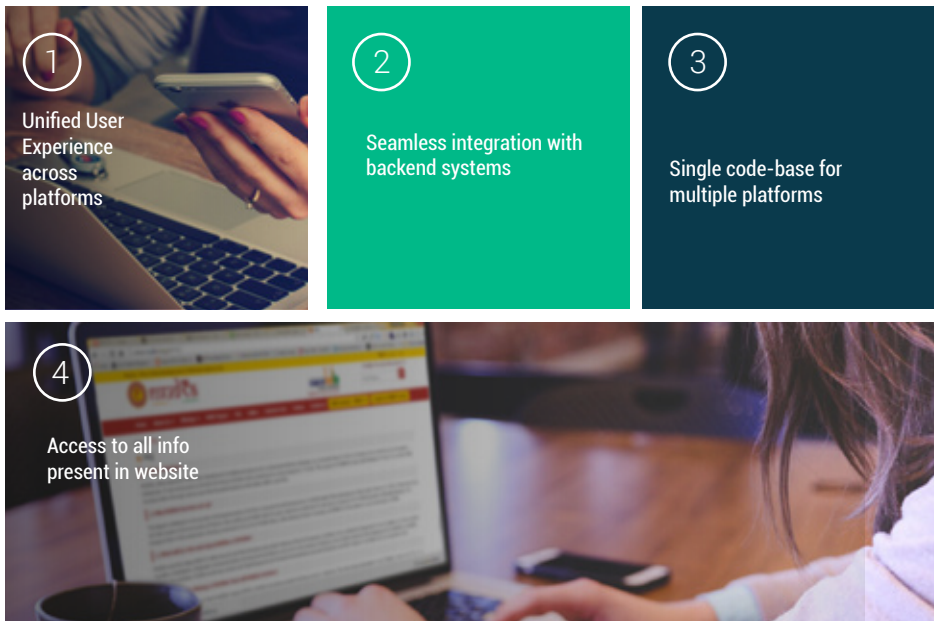


Platform independence

i-exceed's Solution

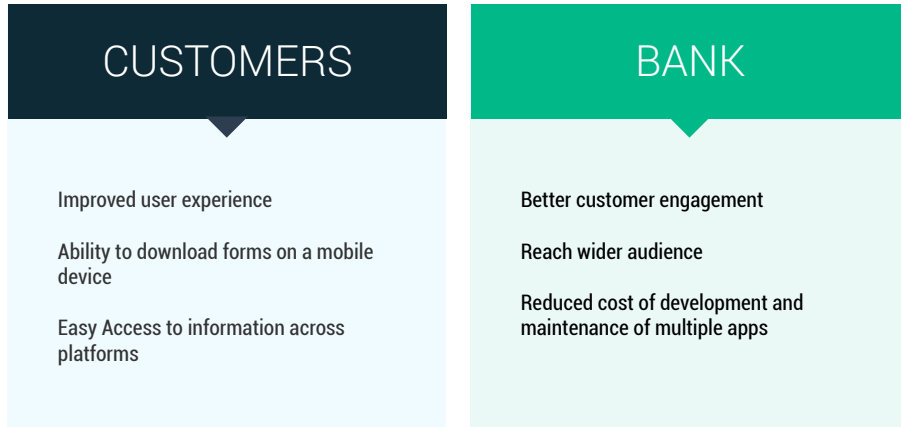
Using Appzillon, i-exceed's flagship Mobile Application Development Platform (MADP), the Mudra bank app was built for Android and iOS platform. The apps were built in a very short timeframe of two weeks.

The salient features of the app are:

Four feature cards arranged in two rows. The first row has three cards: 1. A photo of hands holding a smartphone over a laptop keyboard with the text '1 Unified User Experience across platforms'. 2. A solid green card with the text '2 Seamless integration with backend systems'. 3. A solid dark blue card with the text '3 Single code-base for multiple platforms'. The second row has one wide card: 4. A photo of a person's hands typing on a laptop with the text '4 Access to all info present in website'.

Result

Business benefits of the app:





About i-exceed

i-exceed technology solutions is a niche technology products company with primary focus on the financial services industry.

Appzillon, the flagship product, consists of Appzillon Development Platform and Appzillon Digital Banking Suite. The development platform enables rapid delivery of cross-channel applications using a unique automated process. The digital banking suite consists of pre-built solutions that enable banks to offer end-to-end digital experience for their end customers and internal users.

Appzillon is powering over 25 financial institutions worldwide and is recognized as a key player in the MADP and adjacent markets by Gartner.

