



# 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

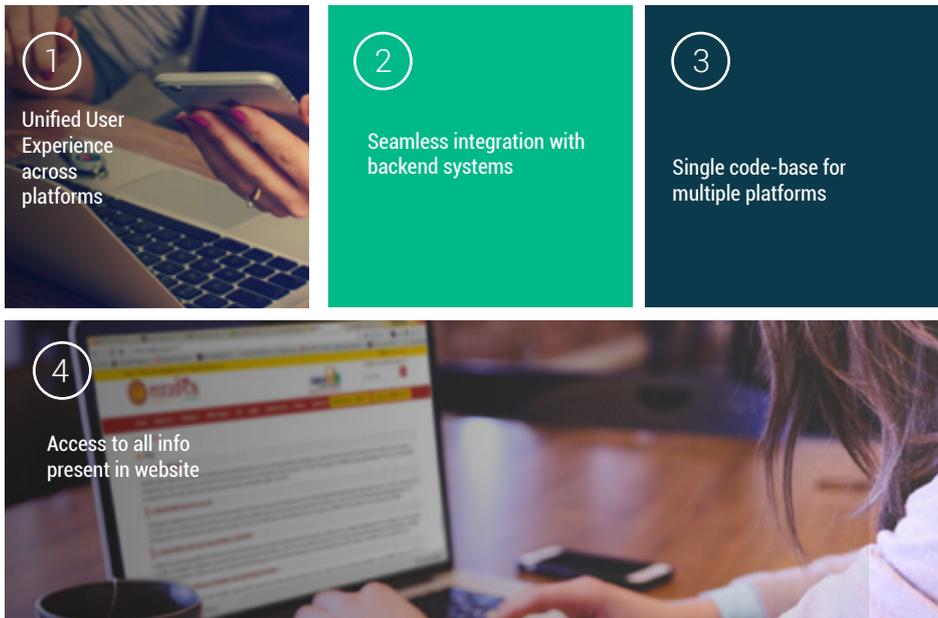


Platform independence

## 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.

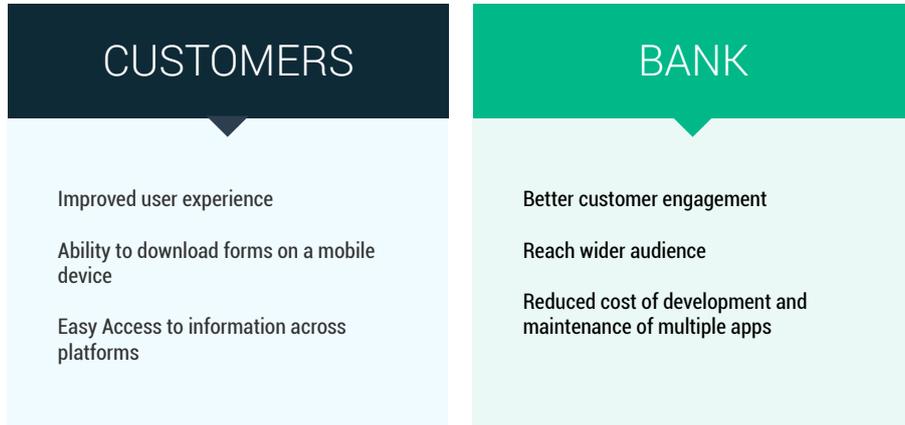
The salient features of the app are:

Four feature cards arranged in two rows. The first row has three cards with numbers 1, 2, and 3. The second row has one card with number 4. Each card contains a number in a circle and a descriptive text. The background of the cards is a collage of images showing a person using a smartphone and a laptop displaying a website.

- 1  
Unified User Experience across platforms
- 2  
Seamless integration with backend systems
- 3  
Single code-base for multiple platforms
- 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.

