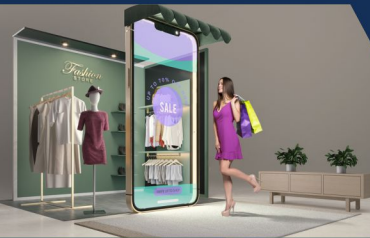


# Redefine Engagement with Smart Phygital Retail

## Virtual Try-On



## Virtual Showrooms



## Digital Cards



### What We Do

iPhygital delivers phygital solutions that seamlessly merge the virtual and physical worlds, enabling businesses to create immersive, interactive, and measurable experiences.

### Core Offerings

#### **iAugment – AR solutions & integrations**

- Virtual Try-On (VTO) – Jewellery & Watches
- Virtual Showrooms
- 3D Configurators

#### **iEdge – Digital Cards**

And more across diverse industry verticals

# Why iPhygit Exists



## The Problem

In a world rapidly shifting digital, businesses still struggle to:

- Create interactive and immersive brand experiences
- Replace outdated, manual touchpoints
- Engage customers across channels in a measurable and personalized way

## How it Started

While attending events and experiencing real-world online visual commerce challenges, our founders saw a clear gap

- The need for smart, dynamic, phygital interfaces that seamlessly blend
- **Touch + tech,**
- **Real + virtual,**
- To drive deeper engagement in a digital-first world.



## What we are Solving

We created iPhygit to bridge this gap:

### iAugment:

- **VTO**, Makes online product discovery visible and personal
- **Virtual Showrooms**: Turns passive browsing into immersive exploration

### iEdge:

- Replaces traditional business cards with interactive, branded digital touchpoints



## Virtual Try-on Realistic Product Visualization

Impress customers with a realistic shopping experience by allowing them to try on jewelry and watches using their own photos or pre-loaded model images.

## Digital Cards

Enter a dimension where the connections are endless.



## Virtual Showrooms

Experience the future of retail with iAugment, where virtual showroom re-evaluate consumer trust



BOOST ONLINE SALES WITH

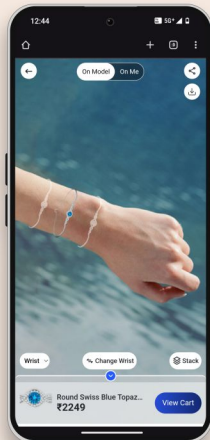
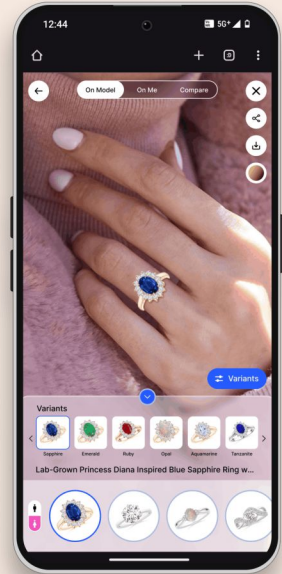
# iAugment Virtual Try-On

## Effortless Browsing

Users can seamlessly explore different products & variants without navigating away from the try-on screen.

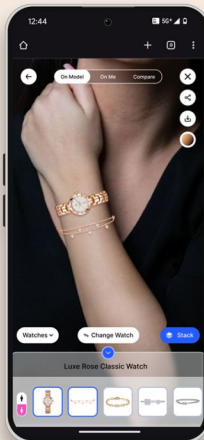
## Accurate Results

Uses AI to deliver highly precise placement of jewelry and watches for a realistic experience.



## Interactive Experience

Users can reposition products, zoom in for details, & share their try-on images with ease.



## Stacking

Allows users to try multiple pieces together, such as layering rings or bracelets.

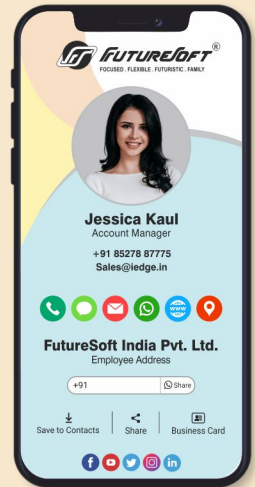


## Compare

Allows users to compare products side-by-side with standard everyday objects for size reference.

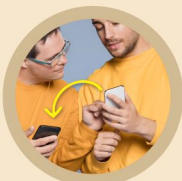
## EMPOWER YOUR EMPLOYEES WITH **Digital Business Card**

- **Customize your card design**
- **Improve brand visibility**
- **Share with anyone, anywhere**
- **Track performance**



## What is a **Digital Business Card**?

iEdge is the modern way to share contact information and promote your brand. In our hybrid work environment, iEdge makes you look good in both in-person or virtual meetings. Digital business cards, also referred to as virtual or electronic cards, are shareable using any social media channel, SMS, Whatsapp, email, QR code or if you may as a physical paper or NFC card. It opens a door for your contacts into your products, services to create customer engagement and quick sales closures. It's an inexpensive tool that helps digitize your enterprise at all levels, making employees happier and giving them a chance to be brand ambassadors.



**Intuitive  
Digital Exchange**



**Interactive  
Portfolio Showcase**



**Real-time  
Updates**



**Seamless  
Social Media Integration**

## SCALE UP YOUR BUSINESS WITH **Virtual Showroom**

**Virtual Experience Centers  
and 3D Showrooms for  
Brands & Retailers!**

**Make your Brand Immersive &  
Impactful on Browsers and  
VR Glasses.**



Dive into the future of retail with iAugment. Utilize virtual showroom to boost customer trust and experience. We create innovative solutions that allow brands to amplify digital experience that immersify and leave a long-lasting impression. Enhance your brand visibility, captivate your audience, and build unbreakable trust with iAugment's virtual showroom solution.

Experience the future of retail with iAugment, where virtual showroom reevaluate consumer trust. Our innovative solution allows brands to create digital experiences which are immersive and leave a long-lasting impression. Boost your brand visibility, captivate your audience, and build unbreakable trust with iAugment's virtual showroom solution.



**Interactive  
Product Showcase**



**Realistic  
Visuals**



**Watch the Audience  
through Analytics**



**Integration  
Capabilities**

# Leadership Team



**Sunil Gujral**

Founder

Passionate about Technology, with a very Hand-on approach

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Serial Entrepreneur  
Driven by speed ...  
could have been an Air  
Force Pilot, if not here

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Committed to Worklife  
Balance with a  
love for Nature,  
Farming and  
Photography

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BTech (BITS Pilani),  
MTech (IIT Delhi)



**Mandeep Singh Puri**

Founder

Created iPhygital  
Portfolio grounds up.

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Works with top retail  
brands for their  
Digital Mobility,  
Retail and XR  
Solutions.

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Led FutureSoft in  
enterprise software  
solutions for  
American Express,  
GE Capital, Nestle,  
Bank of America,  
Accenture and  
Grasim.

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Hands-on approach  
to technology and  
management.

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Past Chairman of  
ESC - India's largest  
ICT exports body,  
Past Board Member  
of FIEO and an active  
Round Tabler.

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BS(Comp Science -  
Delhi University),  
MBA (IIFT)



**Amritpal Singh**

Founder

Seasoned sales and  
marketing leader in  
both software  
products and  
services industry.

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Built & managed  
high-performing,  
multi-cultural teams  
across geographies  
including India,  
APAC, and North  
America for SCO  
Inc, Savvion Inc,  
Progress Software,  
Microsoft and  
Oracle.

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Passionate traveler,  
food enthusiast and  
an amateur chef  
who enjoys  
experimenting in the  
kitchen.

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Economics,  
Mathematics,  
Statistics &  
Management



## **iPhygital Technology Pvt Ltd.**

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