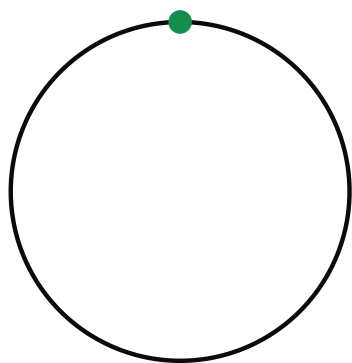


AWAAS · AGENTIC WORKFLOW AS A SERVICE



Software that runs the business.

Altitude, our agentic company OS, and 16 business apps for billing, stock, customers, people and trade. Made in India, built for any trade.

1

Altitude: helpers that work the night shift

16

business apps in 8 families

6

more products and trade editions

10

day free trial on most apps, no card

Altitude: arrive in the morning, the work is done.

Altitude builds the workflow for your trade, staffs every department with an AI helper, and leaves you a morning brief at 08:00. Money and anything you cannot undo wait for your typed EXECUTE. Every action lands on a tamper-evident, hash-chained record.

A

Agentic

W

Workflow

A

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S

Service

Agents off the shelf are generic. They know nothing about a wholesaler's credit check or a workshop's quality gate. Altitude starts from your trade: it builds the workflow first, then staffs it with helpers that each own one department. **The workflow is the product. The agents are its staff.** We coined the name AWAAS; Altitude is the first product built on it.

Five plain questions, then it builds the company

1. **What is your business?** 83 business types in 10 families.
2. **Where do you sell?** Offline, online or both. Adds or removes departments.
3. **What do you want first?** "Never run out of stock." "Get paid on time."
4. **How does the work flow today?** Your way becomes a loop the helpers run.
5. **What software do you use now?** Move its data in, or plug it in. 21 apps plug in.

The night shift, a sample

- Day close reconciled, cash drawer tallied against the bills.
- Sentinel: 18 detectors sweep the day's bills; findings come with evidence.
- Stock Planner drafts the reorder list. *Held: it spends money.*
- Trend Scout maps market themes to what sold this week.
- Concierge drafts birthday and win-back messages. Nothing sent.

EXECUTE

Only that typed word opens a gate for money or anything irreversible. Decisions about a named person always go to a human.

Seventeen departments it can staff, one helper each

Sales

Lead generation

WhatsApp marketing

Customer care

Purchase

Stores and stock

Production

Quality

Maintenance

Dispatch and delivery

Online store

Accounts and billing

Credit and collections

People and payroll

Kitchen

Jobs and service

Front desk

Autonomy is earned: a helper asks first, and after three reviewed runs it may do reversible work on its own. We have ready helpers, and we build customised agents for your business.

14-day free trial

Runs on your computer

Quoted for your business

How the apps pay for themselves.

Every app does three jobs for the owner: it gives hours back, it stops money leaking, and it brings money in that was being missed. Each app page in this catalogue says how, in one line each, and names the global tools it compares with.

Time back

- Work typed once, not twice: orders become invoices, punches become attendance.
- Lists that work themselves: who owes, who to call, who went quiet, what is low.
- With Altitude, helpers do the drafting overnight and report at 08:00.

Cost saved

- Fewer staff-hours on repeat work, so the same team handles more customers.
- Leaks caught: COD and returns reconciled, damages deducted, every bill checked by Sentinel with Altitude.
- Most apps install on your computer and work offline.

Profit made

- Dues collected sooner, from ageing lists and daily reminders.
- Hot leads called first, stalled deals and quiet customers brought back.
- Fewer sales lost to stock-outs; ad money moved to the channel that pays back.

Altitude, compared

COMPARED WITH **Salesforce Agentforce · Microsoft Copilot Studio · Zapier · n8n**

Where we differ: Altitude builds the workflow for your trade first, then staffs each department with a helper. Money, messages and anything you cannot undo wait for your EXECUTE; anything about a person waits for a human; every action lands on a hash-chained record.

Want the hours in numbers?

Our use-case catalogue maps nine jobs to the apps, with task-by-task time estimates, staff-days a month and a worksheet for your own costs: raabihelixier.com/use-cases.pdf

8 families, one company.

01	Counter & cash	RAABIH Daybook · RAABIH Accounts · RAABIH Ops
02	Customers & growth	RAABIH Nexus CRM · RAABIH Outreach · RAABIH Desk · RAABIH Leads · RAABIH Reach
03	Conversations	Concierge · Voice
04	People & performance	Meridian OS · People OS
05	Standards & transformation	Ascend OS
06	Command	RAABIH HQ · RAABIH Analytics · RAABIH Studio · Altitude
07	Trade editions	RAABIH Silks OS · RAABIH Agency OS · MediFlow EHR · Pharmacy Desk · Service Desk
08	The Foundry	Dawnfan

Set up in minutes

No API keys. No tokens. Connect your accounts or paste a link — set up in about 2 minutes.

Try before you buy

Most of our apps start with a 10-day free trial in your browser. The ones that install on your own computer are bought outright — each app's page says which it is. Nothing is charged until you decide to buy.



Counter & cash

Bill a customer, take the money, close the day, know the profit. The part of the business that cannot be down.

01



RAABIH Daybook

BILLING & KHATA

Billing & khata for your counter — dead simple.

Quick billing, day-close, expenses, customer khata (ledger) and staff payroll for retail and menswear shops. Works offline, syncs when you're online.

- 1-tap billing & day-close
- Customer khata / udhaar ledger
- Daily expenses & cash book
- Staff payroll
- Works offline

TIME Billing, day close and the khata in one place, so closing the day takes minutes.

COST Runs on your own computer and works offline; no second system to keep the counter running.

PROFIT Dues are on the khata, not in a memory; with Altitude they are chased every morning.

COMPARED WITH **Square POS · Shopify POS · Khatabook**

[Install on your computer](#)[Cloud](#)[10-day free trial](#)

02



RAABIH Accounts

ACCOUNTING & GST

Accounting & GST invoicing that a CA would approve.

Create GST invoices, track expenses and payments, run your ledger and hand a clean book to your CA — without a spreadsheet in sight.

- GST invoices & e-invoicing-ready
- Expense & payment tracking
- B2B aging & statements
- Store order → invoice import
- CA desk export

TIME Store orders become GST invoices without retyping.

COST A clean book for your CA means fewer billable hours to fix it.

PROFIT B2B ageing shows who owes and how late; books ready on time avoid late-filing penalties.

COMPARED WITH **QuickBooks · Xero · Zoho Books · Tally**

[Install on your computer](#)[Cloud](#)

**Run your whole D2C business from one screen.**

Orders, packing, courier pickups, COD reconciliation, returns, inventory, purchase orders and even payroll — the operational cockpit for a growing store.

- Order & packing queue
- Courier + COD reconciliation
- Inventory & purchase orders
- Returns & RTO tracking
- HR & payroll glue

TIME Orders, packing, courier pickups and returns in one queue.

COST COD and RTO are reconciled, so a lost parcel or unpaid COD is seen, not written off.

PROFIT Inventory and purchase orders on time mean fewer sales lost to stock-outs.

COMPARED WITH **ShipStation · Cin7 · Zoho Inventory**

[Install on your computer](#)[Cloud](#)



Customers & growth

Find them, grade them, follow up without forgetting, and answer every question that comes in.

04



RAABIH Nexus CRM

CUSTOMERS, PIPELINE & FOLLOW-UP

The CRM that thinks ahead of your pipeline.

An AI-native CRM that fits any business — pick your industry and the pipeline renames itself (retail, agency, real estate, manufacturing, distribution, education). Every enquiry is graded A–D with plain-language reasons, stalled deals and quiet customers surface by themselves, and a copilot answers questions like 'who went quiet?' straight from your data. Leads flow in from JustDial, IndiaMART, your website or a spreadsheet. A team of built-in agents drafts follow-ups — and nothing is ever sent without you approving it first. Works fully offline; your customer list never leaves your computer.

- Leads graded A–D with the reasons spelled out
- Pipeline board that flags stalled deals by itself
- Ask it 'who went quiet?' — the copilot answers from your data
- JustDial & IndiaMART leads land automatically; CSV import too
- AI drafts WhatsApp follow-ups — you approve before anything sends
- Your team gets their own logins; each rep sees only their book
- Tamper-evident audit trail of every important action

TIME

AI drafts the WhatsApp follow-ups; the copilot answers "who went quiet?".

COST

JustDial and IndiaMART leads land by themselves: no manual entry.

PROFIT

Leads graded A to D so the hot ones are called first; stalled deals surface by themselves.

COMPARED WITH

HubSpot · Salesforce · Pipedrive · Zoho CRM

Install on your computer

Cloud

05



RAABIH Outreach

CALLING LISTS & FIRST CONTACT

Find the businesses to call, then call them.

A calling desk for whatever you sell. Keep one list per product or offer, import a spreadsheet or paste a printed directory, and work the list: every row has a WhatsApp button with your pitch already written and a call button that dials. Every touch is logged and follow-ups surface when due, so tomorrow you know exactly who is left. Installs on your computer; your leads never leave it.

- A separate list for each thing you sell
- WhatsApp with your pitch already filled in
- One tap to call, and it remembers you did
- Follow-up dates that surface when they are due
- Import a spreadsheet or paste a printed directory
- Dedupes by phone number so nobody is called twice

TIME

Your pitch is already written on WhatsApp; one tap dials.

COST

De-duplicated by phone, so nobody is called twice.

PROFIT

Follow-up dates surface when due, so tomorrow you know exactly who is left.

COMPARED WITH

Apollo.io · Salesloft · Pipedrive

Install on your computer

Cloud

06



RAABIH Desk

CUSTOMER SUPPORT DESK

Every customer question answered, logged and followed up.

A support desk for businesses that talk to customers on WhatsApp, phone and walk-ins. Log every enquiry as a ticket, reply in one tap from your own quick-reply library, look up an order or booking, set a follow-up, and see who is still waiting. Works for a shop, a clinic, an agency or a service business — no bot, no API, no token.

- Tickets with status, priority, owner and follow-up date
- Quick replies with placeholders → open WhatsApp with the message ready
- Contacts with history, tags and CSV import
- Orders / bookings / jobs list to answer “where is it?” instantly
- FAQ library your staff can search
- Reports: first-reply time, resolution time, by channel and staff

TIME One-tap quick replies open WhatsApp with the answer ready.

COST No bot, no API and no token to pay for or maintain.

PROFIT Follow-up dates mean no enquiry is left waiting until the customer buys elsewhere.

COMPARED WITH **Zendesk · Freshdesk · Gorgias**

Install on your computer

Cloud

10-day free trial

07



RAABIH Leads

PROSPECT LISTS & CRM

Your prospect list, worked one tap at a time.

A light CRM for businesses that have to go and find their customers — manufacturers reaching retailers, agencies reaching brands, clinics reaching referrers, exporters, B2B services. Import or type your list, filter by city and category, and work it: WhatsApp with your message ready, call, email, mark the status, set the follow-up. Runs in the browser, so with Cloud your whole team works the same list.

- Filters by city, state, region, category, status
- WhatsApp, call and email from every row
- Rapid send: walk the list one tap at a time
- Message templates by category with your signature
- Per-city progress, follow-ups due, daily target
- CSV import and export that round-trips

TIME WhatsApp, call and email from every row, one tap at a time.

COST With Cloud, the whole team works one list instead of copies.

PROFIT Follow-ups due and a daily target keep every lead moving.

COMPARED WITH **Pipedrive · Apollo.io · Zoho CRM**

Install on your computer

Cloud

10-day free trial



RAABIH Reach

CREATOR & PARTNER OUTREACH

Creators, influencers and partners — tracked from first DM to posted result.

A CRM for working with creators, reviewers, affiliates and local partners. Shortlist people, send them a DM or email from your templates, log what you sent or booked, and record what they posted and what it earned. For fashion, food, beauty, fitness, clinics, salons, D2C — any business that grows through other people's audiences.

- Creator list with platform, niche, tier, priority and status
- DM and email templates with your brand and offer filled in
- Outreach walk: step through the list, copy, mark sent
- Sends: what you shipped or booked, tracking and cost
- Posts & ROI: reach, likes, saves, sales and revenue per creator
- CSV import and export

TIME Templates and an outreach walk: copy, send, mark, next.

COST What you shipped or paid each creator sits next to what it earned.

PROFIT Sales and revenue per creator show who to book again.

COMPARED WITH **GRIN** · **Aspire** · **Upfluence**

Install on your computer

Cloud

10-day free trial

FAMILY 03 / 08



Conversations

WhatsApp and phone, answered in your customer's language at any hour — with photos, prices and bookings in the chat.

IN THIS FAMILY



Concierge

An AI advisor answering your WhatsApp day and night — sends photos and prices, books the visit, hands you a warm lead.

Compared with Intercom · WATI · Interakt



Voice

An AI call agent on your own lines: reception, order confirmation, payment reminders, feedback calls.

Compared with Retell AI · Bland AI

People & performance

Attendance from the biometric machine, leave, tasks with photo and location proof, appraisals that score themselves, and payroll that comes out right the first time.

09



Meridian OS

KEKA / GREYTHR

Attendance, appraisal and payroll that agree with each other.

Your fingerprint machine already knows who came in and who came late. Meridian turns those punches into the attendance register, scores the appraisal from them, and pays the incentive that score earns — so one set of facts drives all three. Score staff on department-wise criteria (60 marks) plus common HR criteria (40), or on weighted KPI targets, whichever your business runs on. Multi-company from day one.

- Reads eSSL, ZKTeco, Realtime and Biomax over the LAN; Matrix and any other brand by file or watch folder
- Punches become attendance, then score the Attendance and Punctuality criteria automatically — with the reason shown
- Department criteria sheets (60+40=100) or weighted KPI targets — your choice per company
- Rating band drives the payroll incentive; nothing is paid on an unfinalised appraisal
- PF, ESI, PT, OT and advances — printable payslips with amount in words
- Super admin / admin / user roles; a supervisor scores only their own department from a phone
- Leave, holidays, tasks and reporting lines in the same place

TIME Biometric punches become the attendance register and score attendance by themselves.

COST PF, ESI, PT, OT and advances worked out, so payroll is right the first time.

PROFIT The incentive follows a score built from records, not a guess.

COMPARED WITH **BambooHR · Gusto · Keka · greythR**

Per user

Install on your computer

Set up by us

ALSO IN THIS FAMILY



People OS

The operational HR side — attendance grid, leave, tasks and payroll for a smaller team.

Compared with BambooHR · Zoho People

★ Standards & transformation

The work a consultant usually charges lakhs for, running as software: written SOPs, 5S audits, ISO clauses, an organisational diagnosis and a leadership plan you can track.

10



Ascend OS

BUSINESS TRANSFORMATION CONSULTANT

The improvement programme, with a number against every track.

Consultants leave behind a folder. Ascend leaves behind a running system. SOPs, 5S audits, ISO clauses, the organisational diagnosis, leadership development, the owner's own pain points, production against plan and the competitor map — each one scored, so the Transformation Board shows exactly where the business stands and what to fix next. Sold on its own or beside Meridian OS, which it shares its team and logins with.

- Transformation Board — one honest reading per track, worked out from the records, never estimated
- SOP register with owners, frequency and review dates that go red when overdue
- 5S audits scored across the five pillars, with history per zone
- ISO clause register — evidence, owner, due date, readiness percentage
- Organisational Diagnosis Report: eight dimensions scored now versus target
- Leadership Development plans with competency levels and session log
- CEO coaching — pain point, root cause, counter-measure, review
- Production plan versus actual with wastage and quality; competitor and pricing map

TIME SOP reviews, 5S audits and ISO clauses go red when overdue.

COST The work a consultant usually charges for, running as software.

PROFIT Production against plan, with wastage and quality, shows where margin leaks.

COMPARED WITH **Trainual · Process Street · Monday.com**

Per user

Programme

Set up by us

Command

One screen for the whole business, the numbers behind it, and the board that runs your AI workers.

11



RAABIH HQ

COMMAND CENTER

Your whole business on one screen.

Enter where you are, where you want to get to and by when. HQ works out the year-by-year steps, tracks your monthly revenue, orders and spend against them, and keeps the daily, weekly and monthly routines that only go wrong when nobody is watching. Works for any business — call your unit orders, patients, covers or jobs.

- Revenue against plan, this month and this year
- Year-by-year growth staircase from your own target
- Monthly numbers, run-rate and average order value
- Milestones by year
- Daily, weekly and monthly routines that reset themselves
- CSV export of your months for your accountant

TIME Daily, weekly and monthly routines reset themselves.

COST One screen instead of a monthly report pack.

PROFIT Revenue against your own year-by-year plan, seen every month.

COMPARED WITH **Databox · Klipfolio · Power BI**

[Install on your computer](#)
[Cloud](#)
[10-day free trial](#)

12



RAABIH Analytics

MARKETING ANALYTICS

Every marketing and sales number, in one honest dashboard.

One dashboard for spend, reach, leads, orders and revenue across every channel you use — ads, social, WhatsApp, your store, the counter. Type numbers in daily or import the CSV every platform already lets you export. No accounts to connect, no tokens, nothing leaves your computer.

- Blended ROAS, CAC, cost per lead, AOV
- Import CSV from Meta Ads, Google Ads, your store, YouTube, GA
- Daily entry grid for the numbers you track by hand
- Per-channel table, best and worst days, weekday pattern
- Monthly goals with run-rate pace
- Weekly and monthly report you can paste to WhatsApp

TIME Import the CSV each platform already exports instead of reading five dashboards.

COST Blended ROAS and CAC show which channel to cut.

PROFIT Monthly goals with run-rate pace: you see the shortfall while there is time to act.

COMPARED WITH **Databox · Triple Whale · Looker Studio**

[Install on your computer](#)
[Cloud](#)
[10-day free trial](#)



A month of posts, captions and creatives — planned in an afternoon.

Plan your social posts on a calendar, write captions from templates that already know your business, and make on-brand square and story creatives with your colours, logo and offer — all on your own computer, no design tool and no API key. Festivals and occasions are on the calendar already. Optional: free online image ideas and your own AI key for rewrites.

- Month planner that fills itself from your posting days and products
- Caption templates with your business, product, price and offer filled in
- Creative maker: square, story and banner PNGs with your brand kit
- Indian festival and occasion calendar built in
- Idea bank by content pillar; hashtag sets by business type
- Progress: planned vs posted, streaks, this week's plan to share

TIME A month of posts, captions and creatives planned in an afternoon.

COST No design tool and no API key needed.

PROFIT Festival and occasion posts go out on time, when buyers are looking.

COMPARED WITH **Canva** · **Buffer** · **Hootsuite**

Install on your computer

Cloud

10-day free trial

Trade editions

Built for one trade, not adapted to it. The order book that knows an order is not a bill; the wage sheet that knows a damaged saree is not a wage.

14



RAABIH Silks OS

MANUFACTURING & PAYROLL

Thread to saree, weaver to weekly pay.

Built for silk and soft-silk saree manufacturers. Issue thread to weavers by weight, count the sarees you should get back, deduct for damages, run the washing stage, settle weekly wages, then invoice buyers with GST and keep a party ledger.

- Thread issued by weight → expected sarees
- Weaver wages with damage deduction
- Washing stage (raw → washed → sellable)
- Weekly payout sheet
- GST invoices & party ledger
- Send invoices and reminders on WhatsApp

TIME The weekly wage sheet is worked out from thread issued and sarees returned.

COST Damages are deducted per saree, so they are not paid as wages.

PROFIT GST invoices, party ledger and WhatsApp reminders bring the money in.

COMPARED WITH **Odoo Manufacturing · Zoho Inventory · Tally**

[Install on your computer](#)
[Cloud](#)
[10-day free trial](#)

15



RAABIH Agency OS

COMMISSION AGENCY

The market order book, the bill, and what you are owed.

Built for saree and textile commission agents. Take the order at the market with photos against it, turn it into a bill when it ships, and keep every party's ledger straight. Pending and ageing lists tell you who owes what and for how long, commission accrues on each bill and is earned when the party pays, and every document goes out on WhatsApp as a PDF. On the cloud plan your staff get their own logins — a munshi can book orders, bills and payments without ever seeing what you earn.

- Market orders with photos, kept apart from bills
- One tap turns an order into a bill
- Party ledger with a running balance
- Pending and ageing — who owes what, and how late
- Commission accrued per bill, earned when they pay
- Staff logins with roles — commission stays hidden from them
- Every document as a PDF on WhatsApp

TIME One tap turns a market order into a bill.

COST Staff logins let a munshi book orders without seeing your commission.

PROFIT Ageing lists chase what is owed; commission is earned when the party pays.

COMPARED WITH **QuickBooks · Zoho Books · Tally**

[Install on your computer](#)
[Cloud](#)
[10-day free trial](#)
[Set up by us](#)

16



MediFlow EHR

CLINIC & HOSPITAL SOFTWARE

The whole clinic on one screen.

Reception to billing for a clinic or small hospital: token queue, triage vitals, a doctor cabin that writes the consultation while you speak (Tamil, Hindi, Telugu, Malayalam or English), lab, pharmacy, wards and one invoice at the end. Patients get their prescription, reports and reminders on WhatsApp.

- Reception, tokens and revisit lookup
- Triage vitals with abnormal warnings
- Doctor cabin voice notes in 5 languages
- Lab, pharmacy, OT and ward billing
- Online appointment booking page
- WhatsApp prescriptions, reports and reminders

TIME The consultation is written while the doctor speaks, in five languages.

COST Lab, pharmacy, OT and ward roll into one invoice, so nothing is missed at billing.

PROFIT Online booking and WhatsApp reminders bring patients back for revisits.

COMPARED WITH **athenahealth** · **Epic** · **Practo**

[Install on your computer](#)[Cloud](#)[Set up by us](#)

ALSO IN THIS FAMILY



Pharmacy Desk

Rx scan to bill at the counter, 725-brand catalogue, 516 molecules, vendor ordering built in.

Compared with Marg ERP · PioneerRx



Service Desk

Job cards, warranty verdicts and sellable AMC plans for a service counter.

Compared with ServiceTitan · Jobber

The Foundry

Your trade isn't on the list? Describe it and the system casts you an app for it — your words, your workflow, in minutes.

IN THIS FAMILY



Dawnfan

The app factory: pick your trade and your modules, and a finished business app is generated for you. 44 trades, 13 modules, works offline.

Compared with Zoho Creator • Glide • Airtable

Priced per business, quoted for yours.

Every plan is named, not priced, in this catalogue. Tell us your trade, your team size and which apps you need, and we send a quote by email.

Ways to own an app

- **Install on your computer.** Buy once for 5 years. No monthly bills, no auto-renewal. Cloud sync is a separate yearly service.
- **Cloud.** Use it from any computer, your whole team on one shop.
- **Per user.** Meridian OS and Ascend OS are licensed by seat.
- **RAABIH One Suite.** Every app. One login. One bill. 5 team seats included.

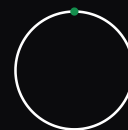
Enterprise

For chains, multi-brand groups and franchises.

- Unlimited apps, seats and branches
- SSO, roles & audit logs
- Dedicated success manager & SLAs
- Custom onboarding & data migration
- On-prem / private-cloud option

Start a free trial, or ask for a quote.

raabihelixier.com · support@raabihelixier.com



RAABIH Elixier · Product names and features as listed on raabihelixier.com, October 2026. Features and availability may change; the website is the current reference. Other product names are trademarks of their owners, named only to show what each app is comparable with; no affiliation or endorsement is implied, and we make no claim about their features or prices.

COMPANY

RAABIH ELIXIER PRIVATE LIMITED

CIN U47722TZ2026PTC039822

India

CONTACT

raabihelixier.com

support@raabihelixier.com

HOURS

Monday to Saturday, IST (UTC+5:30).

We answer within one business day.

Support in English, Tamil and Hindi.