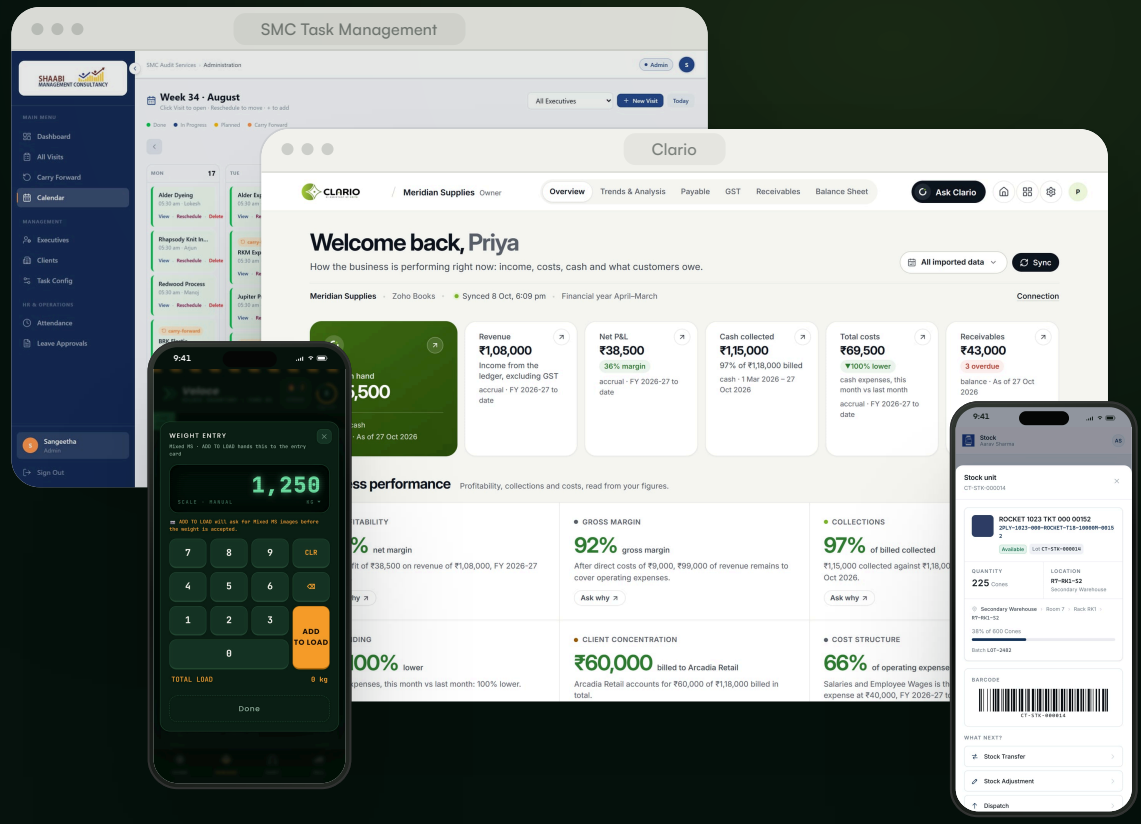
CRITA

SELECTED WORK 2026

CONSULTING-LED TECHNOLOGY PARTNER

Software that brings clarity to complex operations.

Crita Creative LLP is a consulting-led technology partner. We design and build custom business platforms — for field teams, warehouses, scrap yards and finance — around the way each business actually works.



01
Veloce Inventory
Yard operations & inventory platform

02
Tribal Brew Coffee
Café POS, back office & ordering app

03
Clario
Business-intelligence platform

04
SMC Task Management
Field operations platform

05
AI Sales CRM
Sales CRM with an AI co-pilot

06
City Threads
Warehouse & inventory management

07
Veloce Trade
B2B material-trading app

08
Expense Log
Expense, approval & budget platform

09
Lead Discovery CRM
Website lead & discovery CRM

10
Support Portal
Ticketing & support portal

WHO WE ARE

Crita Creative LLP

Consulting-led technology partner

We combine strategy, product design and engineering to turn fragmented operations into connected systems people actually use. Every project starts with the business, not the brief.

Crita Creative LLP is a consulting-led technology partner. We design and build custom business platforms — for field teams, warehouses, scrap yards and finance — around the way each business actually works.

Projects delivered

18+

Industries served

07

Figures from crita.in.

WHAT WE BUILD

01

Operations platforms

Role-based systems that plan, run and audit work across field teams and the office.

SMC Task Management • Veloce Inventory • Veloce Trade • Support Portal

02

Inventory & warehousing

Lots, barcodes, bins and ledgers that make every unit of stock traceable.

Veloce Inventory • City Threads

03

Business intelligence

Dashboards that turn the systems you already use into clear decisions.

Clario • Veloce Inventory • Expense Log

04

Applied AI

Assistants that answer from your own data, with sources — never invented numbers.

Clario • AI Sales CRM

05

Mobile-first apps

Designed for one hand on the shop floor and in the field, packaged for Android.

SMC Task Management • Veloce Inventory • City Threads • Tribal Brew Coffee • Veloce Trade

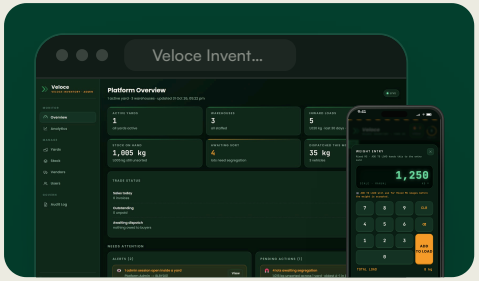
06

Multi-tenant foundations

Workspaces, roles, data isolation and audit trails, ready to scale.

Veloce Inventory • Clario • Expense Log

Ten platforms, each built around how the business actually works.



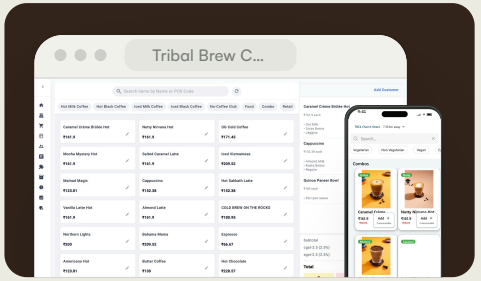
01

Veloce Inventory

Veloce · Scrap & recycling

Replaced an untracked yard-to-truck process with one live inventory ledger, from weighbridge to dispatch.

Page 05



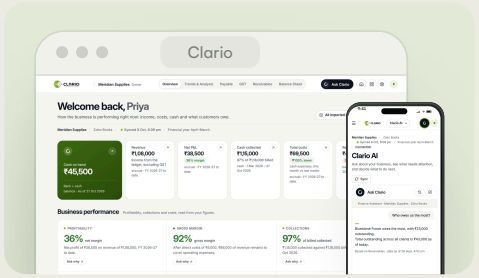
02

Tribal Brew Coffee

Tribal Brew Coffee · Café & food service

Brought every café counter, the head-office menu and customer orders onto one connected platform.

Page 12



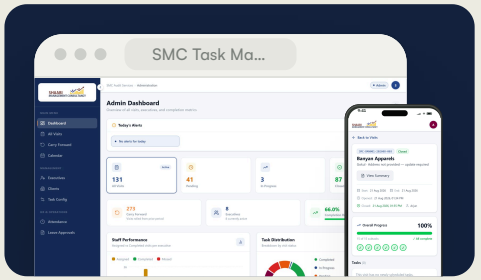
03

Clario

A Crita product · Business intelligence

Turned scattered accounting data into clear, sourced answers business owners can act on.

Page 19



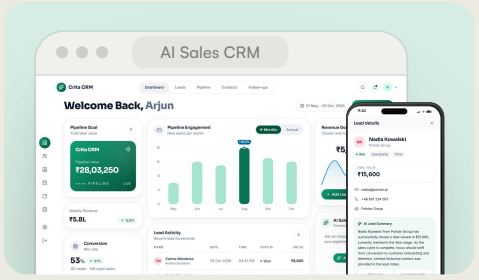
04

SMC Task Management

Shaabi Management Consultancy · Audit & consulting

Streamlined fragmented field audits into one system that plans, runs and closes every visit.

Page 26



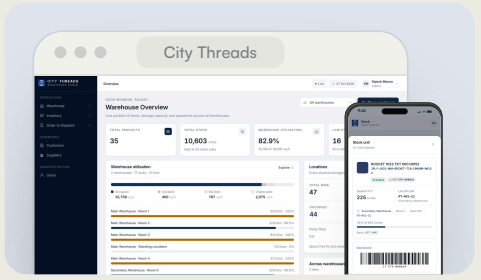
05

AI Sales CRM

A Crita product · Sales & CRM

Gave sales teams one pipeline where AI summarises every lead and suggests the next step.

Page 33



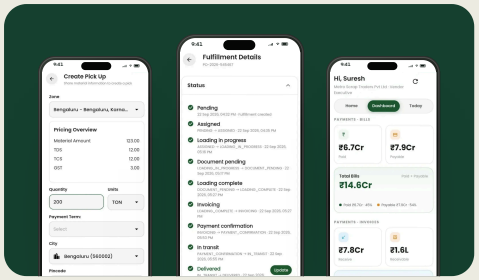
06

City Threads

City Threads Textiles · Textile distribution

Replaced a memory-dependent inventory process with barcoded stock tracked bin by bin.

Page 40



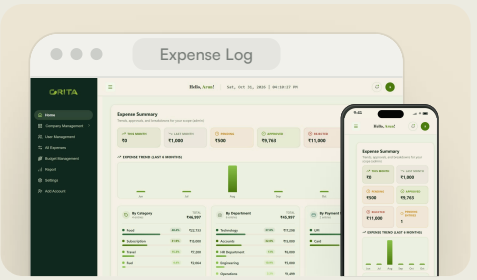
07

Veloce Trade

Veloce · Scrap & recycling

Moved phone-and-paper material trades onto one app that tracks every truckload, from listing to payment.

Page 47



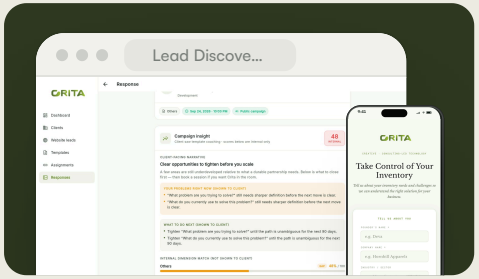
08

Expense Log

A Crita product · Finance & operations

Replaced expense approvals lost in email and chat with tracked claims, budgets and reimbursements.

Page 54



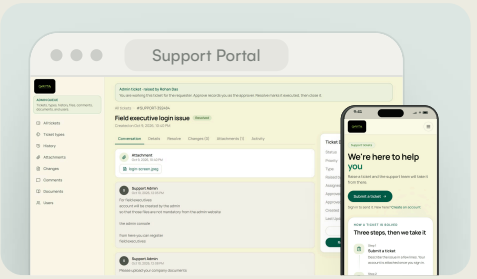
09

Lead Discovery CRM

A Crita product · Sales & marketing

Turned bare contact-form enquiries into scored, qualified leads with clear next steps.

Page 61



10

Support Portal

A Crita product · Customer support

Gave clients one place to raise issues and the team one queue to resolve them, every step on record.

Page 68

01 — YARD OPERATIONS & INVENTORY PLATFORM

Veloce Inventory

Replaced an untracked yard-to-truck process with one live inventory ledger, from weighbridge to dispatch.

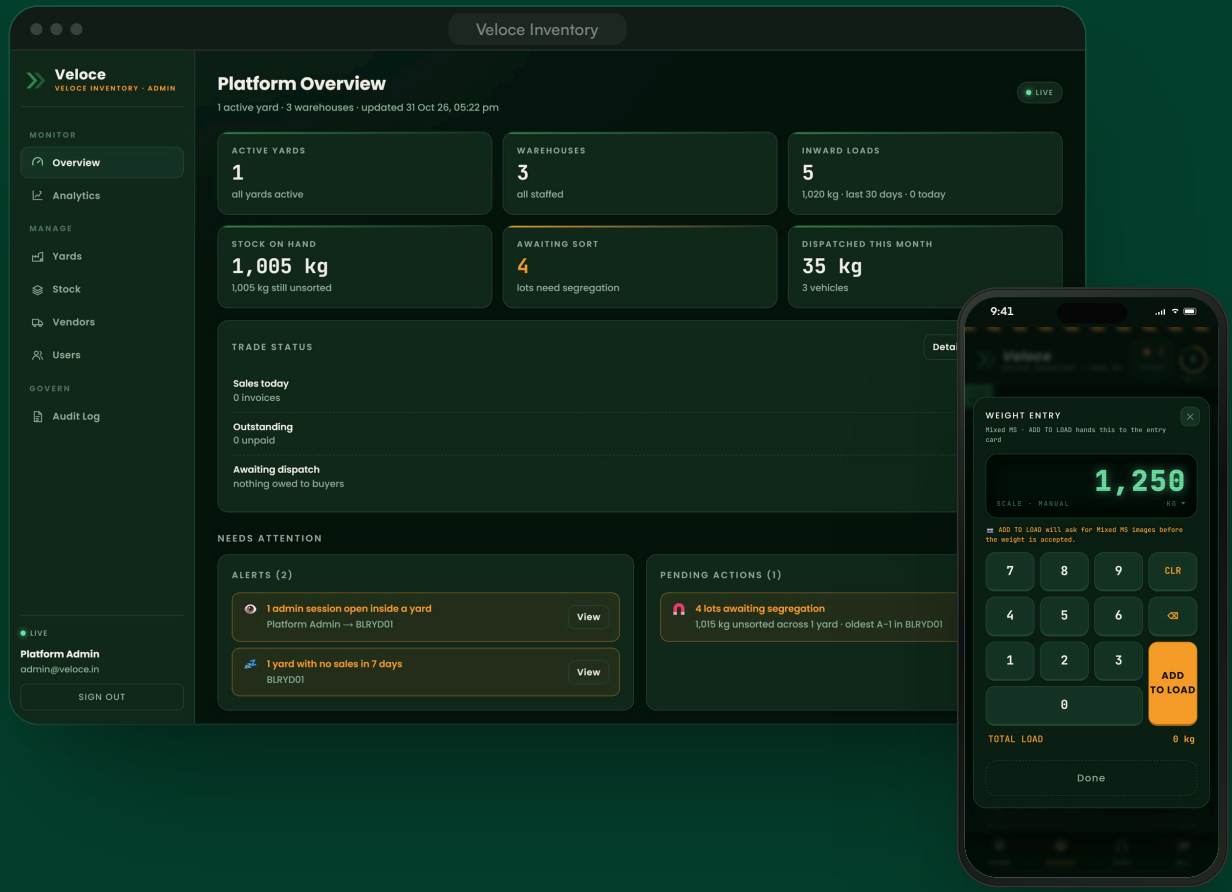
A yard operating system for a scrap business: a calculator-fast mobile app for the weighbridge and the sorting floor, and a desktop console that gives management live control across yards and warehouses.

CLIENT
Veloce

SECTOR
Scrap & recycling

PLATFORM
Web • Mobile app

ROLES
Admin • Owner • Supervisor



THE CHALLENGE

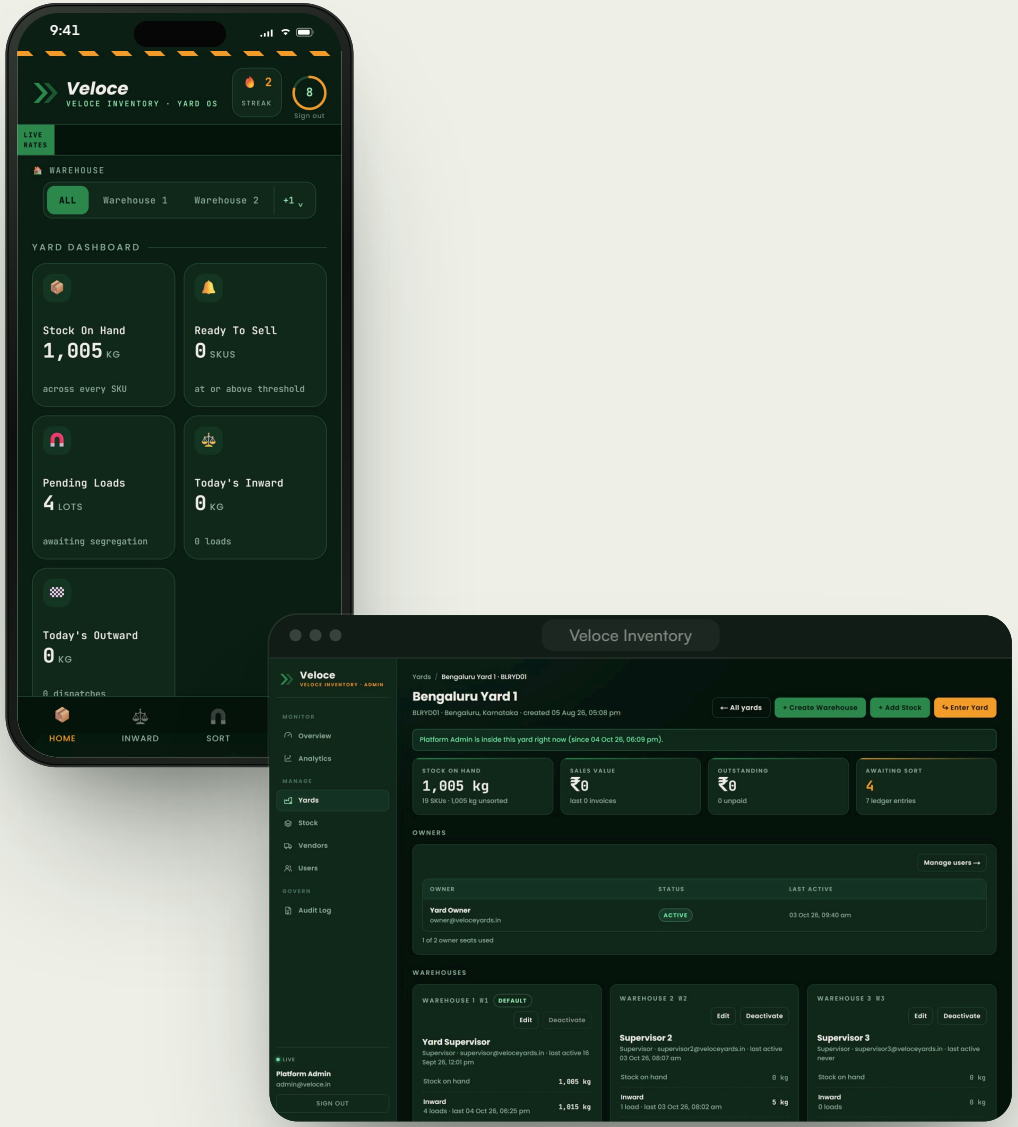
Mixed loads in. Graded material out. No reliable trail in between.

A scrap yard buys mixed material by weight, sorts it into sellable grades and sells it by the truckload. Every step changes the numbers. Without one system, it is hard to know what is in stock, what is waiting to be sorted and what has actually left the yard — and impossible to see it across several yards.

WHAT WE BUILT

Built for the yard floor. Controlled from one console.

Crita built Veloce Inventory as a multi-yard platform. Owners and supervisors work in a mobile app designed like a calculator — big keys, live rates, clear steps — while the platform admin manages yards, warehouses, users and analytics from a desktop console. Every action writes to one inventory ledger, updated in real time.



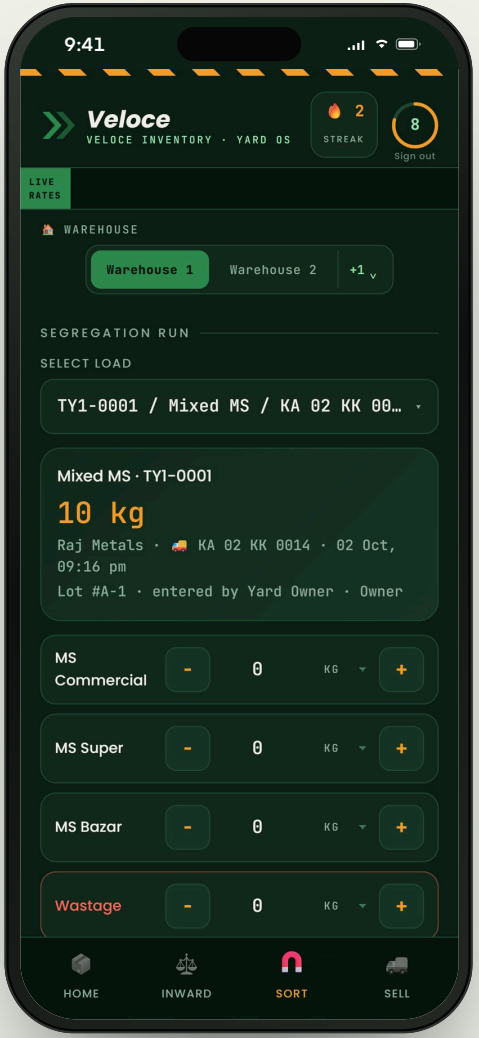
Inside Veloce Inventory.



01

Weight entry, calculator-fast

Big keys, a live LED display and kg / ton / tonne switching — built for gloved hands at the weighbridge.

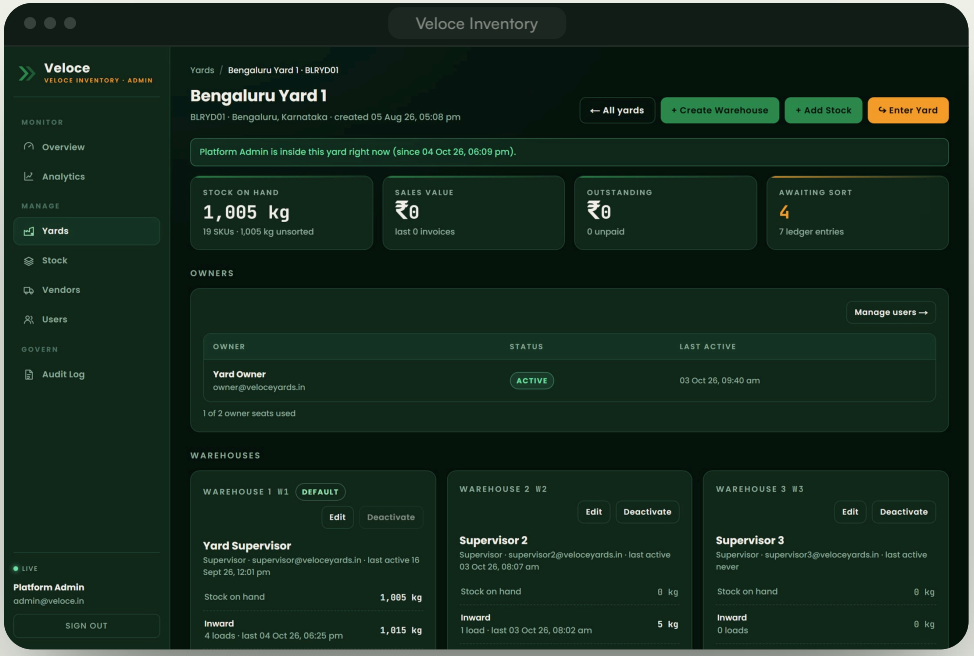


02

Segregation that balances

Pick a mixed lot and split it into grades and wastage. Vendor, vehicle and lot history stay attached.

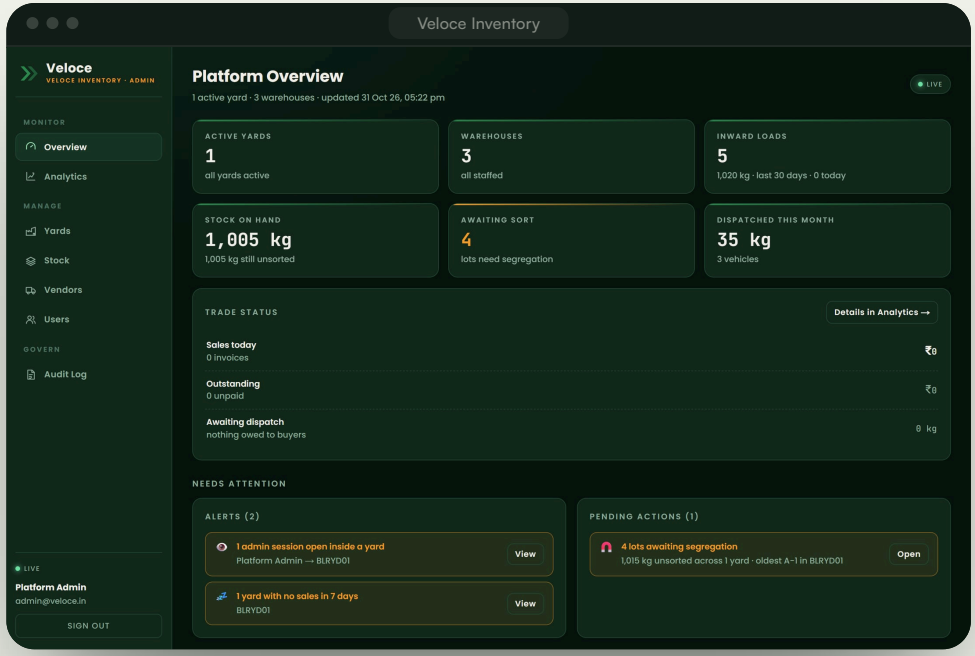
Inside Veloce Inventory.



03

One console for every yard

Warehouses, supervisors, stock and records for each yard — with the admin able to step inside any yard.



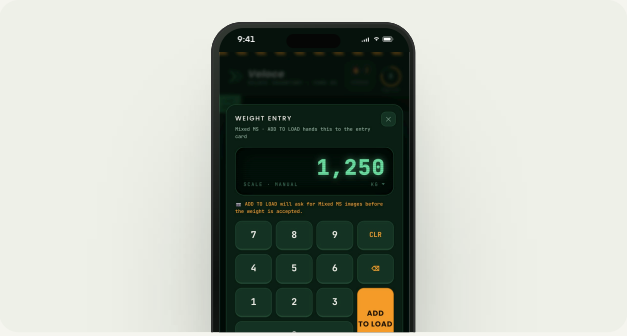
04

Platform overview

Headline numbers, alerts and pending actions computed by the system, so nothing waits to be noticed.

KEY CAPABILITIES

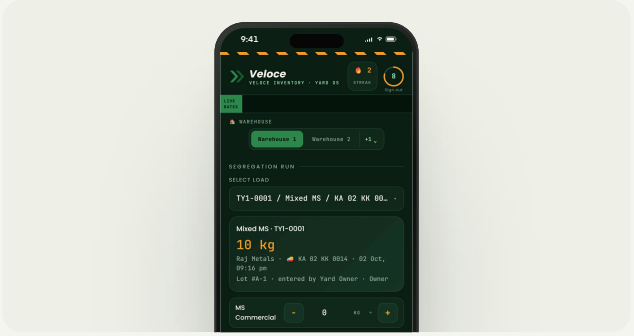
What Veloce Inventory does.



01

Inward at the weighbridge

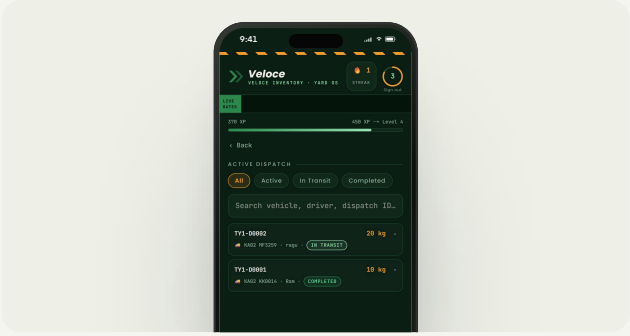
Vendor, vehicle and multiple weighments on an LED-style keypad, with photo evidence. Each load becomes a traceable lot.



02

Sorting that balances

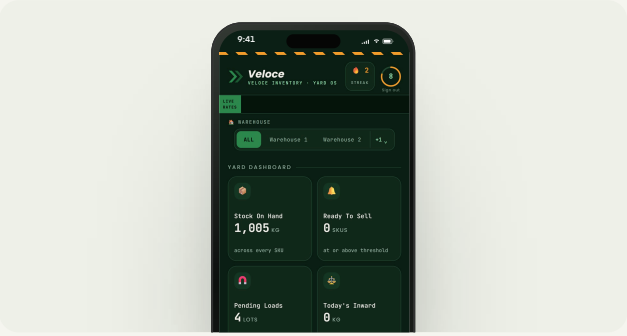
Mixed lots are split into finished grades and wastage; a run can't close until every kilogram is accounted for.



03

Sell, allocate, dispatch

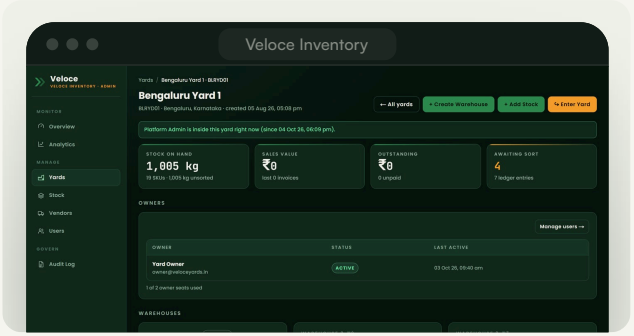
A sale reserves stock; supervisors load vehicles against it. The same kilograms can't be sold twice or over-dispatched.



04

Live stock across warehouses

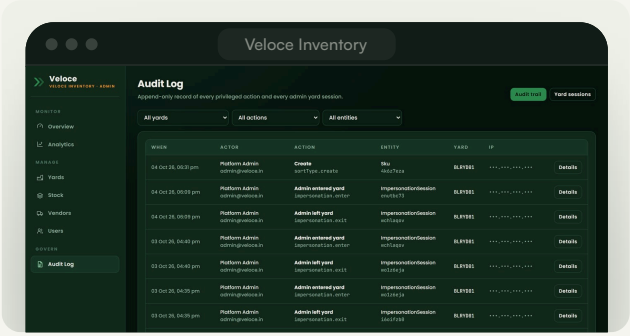
Stock on hand, sale thresholds and pending work per yard and warehouse, updated as it happens.



05

Admin console & analytics

Yards, warehouses, users and permissions, with analytics for inward, sorting, dispatch and materials.



06

Governance built in

Every privileged action is recorded in an audit log with before-and-after values.

ROLE-BASED EXPERIENCE

Built for every role.

DESKTOP CONSOLE

Admin

Runs the platform across yards.

- Platform overview with alerts and pending actions
- Yards, warehouses and supervisor assignments
- Users, roles and access
- Analytics and a full audit log

MOBILE APP

Owner

Runs the yard and the trade.

- Yard dashboard: stock, ready-to-sell and pending lots
- Inward, sorting and materials
- Sales, invoices and receivables
- Dispatch status per invoice

MOBILE APP

Supervisor

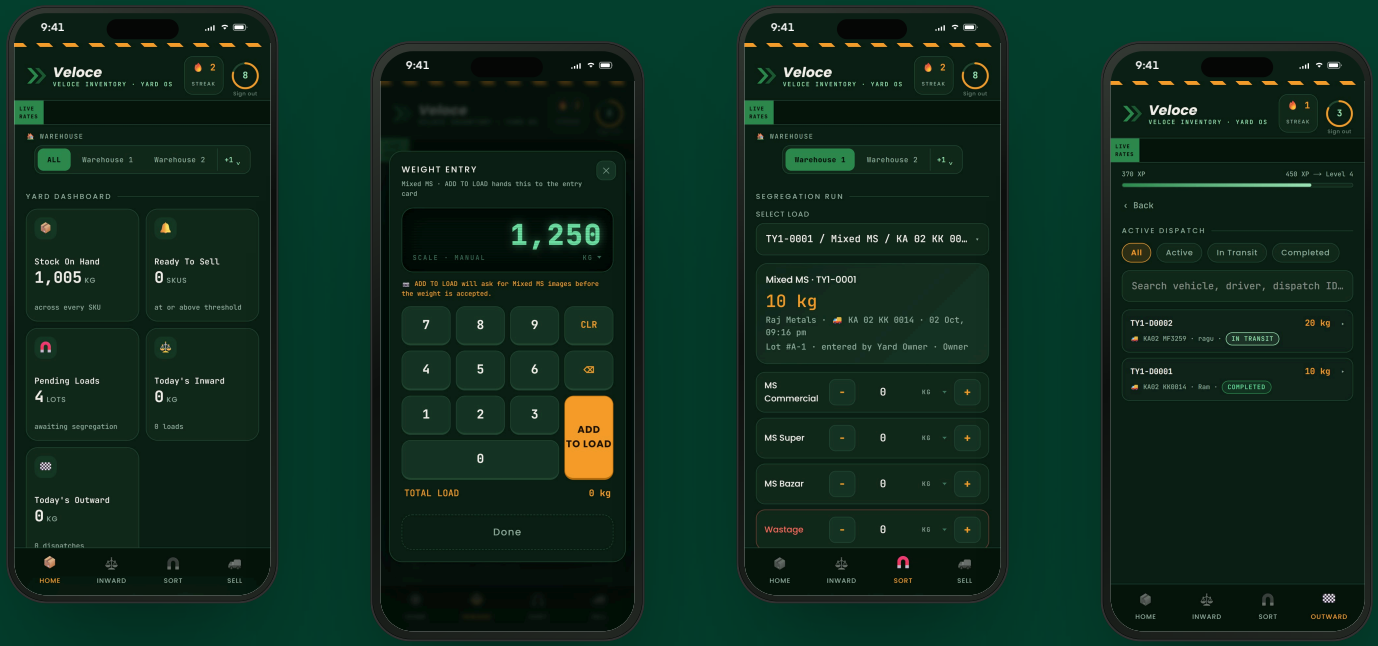
Runs the floor in an assigned warehouse.

- Materials on hand by category
- Inward and sorting
- Loading vehicles against allocations
- Dispatch history

RESPONSIVE EXPERIENCE

Designed like a calculator, for the yard floor.

Big keys, high contrast, live rates and one clear step at a time — so weighments, sorting and dispatch are recorded where they happen.



BUSINESS VALUE

What it changes for the business.

Control without being on site

Owners and admins see stock, pending sorting and dispatch status the moment they change.

Traceable from vendor to buyer

Lots keep their vendor through sorting and dispatch, so every kilogram has a history.

Mistakes prevented, not corrected

Rules block double-selling, over-dispatch and unbalanced sorting before they happen.

Ready for more yards

A multi-yard architecture with strict data isolation between yards.

> **“We didn’t need another digital tool; we needed a technology partner who understood how our business worked. CRITA helped us simplify processes, connect different parts of the business, and introduce technology where it could create real value.”**
>
> **Abhirup** · Veloce

TECHNOLOGY & DELIVERY

Next.js · TypeScript · PostgreSQL · Real-time updates · Multi-tenant architecture · Android app

- 2,500+ automated checks across 36 test suites
- Yard data isolated at session, query and database level
- Number-plate recognition built as a separate computer-vision service (YOLOv8 + PaddleOCR)

PRODUCT DEMO

Request Demo →

A guided demo of the Admin, Owner and Supervisor views — abishek@crita.in

Screens from the live demonstration yard.

02 — CAFÉ POS, BACK OFFICE & ORDERING APP

Tribal Brew Coffee

Brought every café counter, the head-office menu and customer orders onto one connected platform.

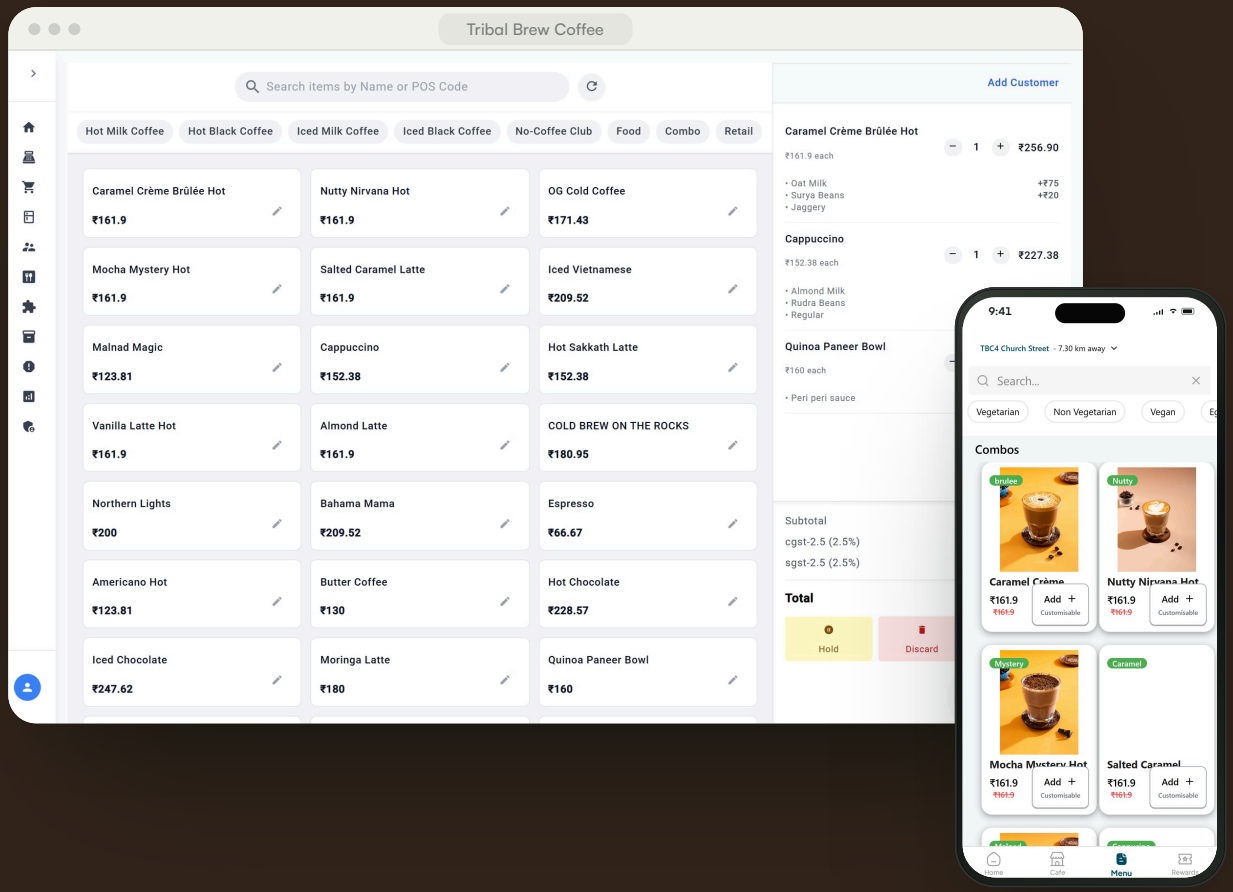
A point of sale and back office for a multi-outlet coffee chain, with a customer ordering app. Outlet teams bill at the counter, head office runs the menu, offers, outlets and reports from one system, and customers browse the same live menu on their phones.

CLIENT
Tribal Brew Coffee

SECTOR
Café & food service

PLATFORM
Web POS · Mobile app

ROLES
Head office · Outlet staff · Customers



THE CHALLENGE

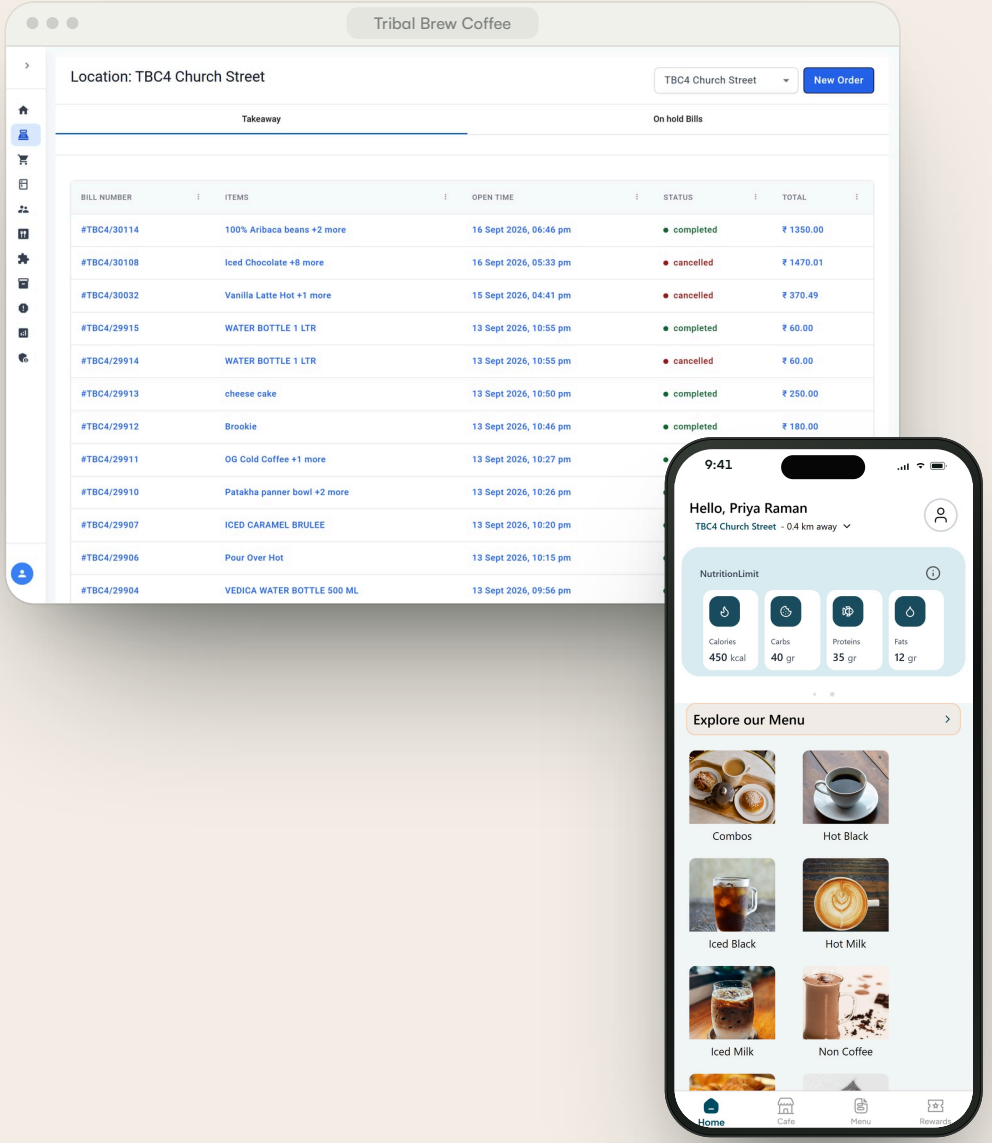
Many cafés, one menu, no single system.

Tribal Brew runs cafés across Bengaluru and Mysuru, plus pop-ups at events. Every counter needs fast billing with the right drink options and taxes, every outlet needs the same menu and prices, and customers now expect to order from their phones.

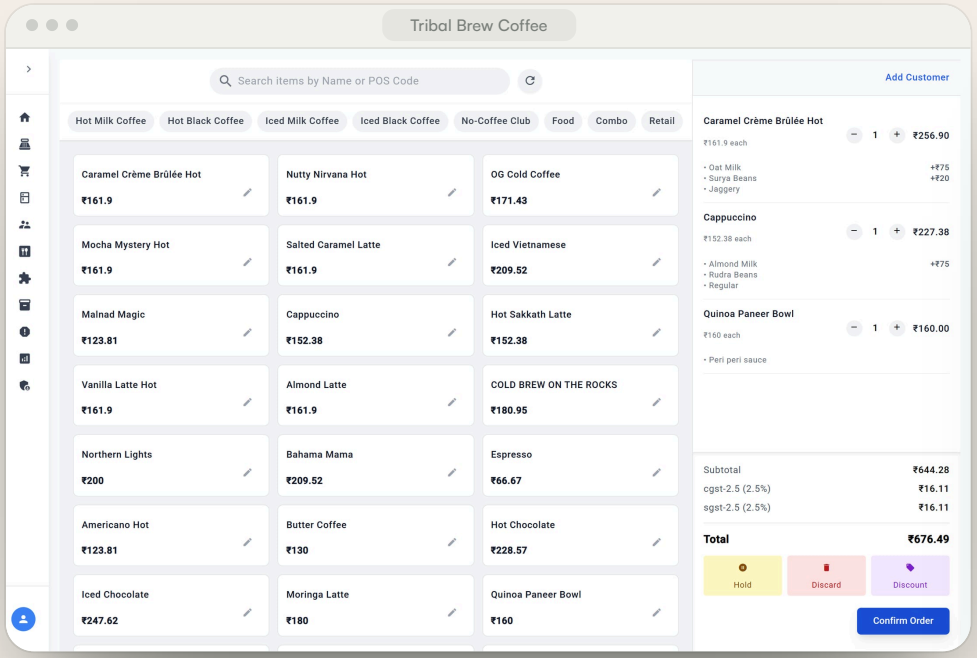
WHAT WE BUILT

A counter POS, a central back office and a customer app on one catalogue.

Crita built a web POS for the counter — categories, search, drink options with their own prices, GST on every bill and order status — on a back office where head office manages items, modifier groups, discounts, outlets, staff roles and reports. The customer app reads the same live menu and outlet list, so what customers see is what the counter sells.



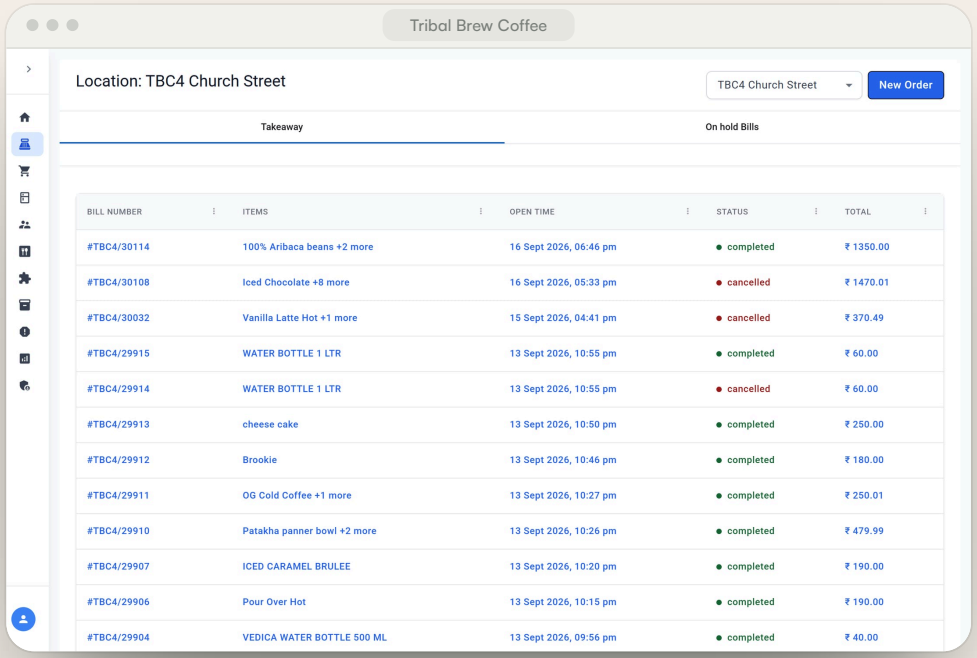
Inside Tribal Brew Coffee.



01

Orders at the counter

Tap items, choose milk, roast and sweetener, and the bill — with tax — builds as you go.

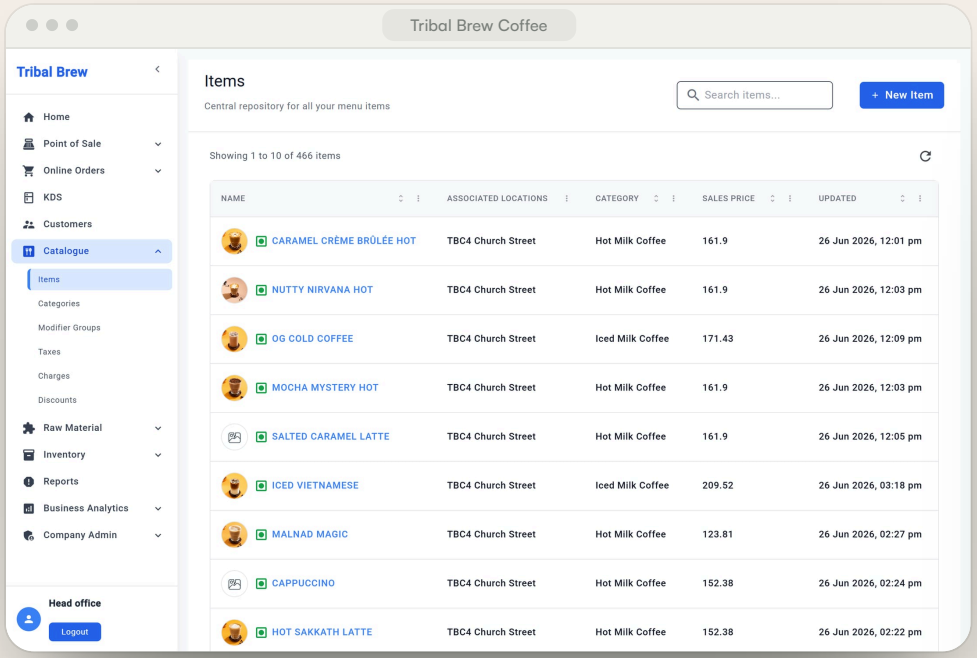


02

Every bill, every outlet

Takeaway and held bills per outlet, with status and totals at a glance.

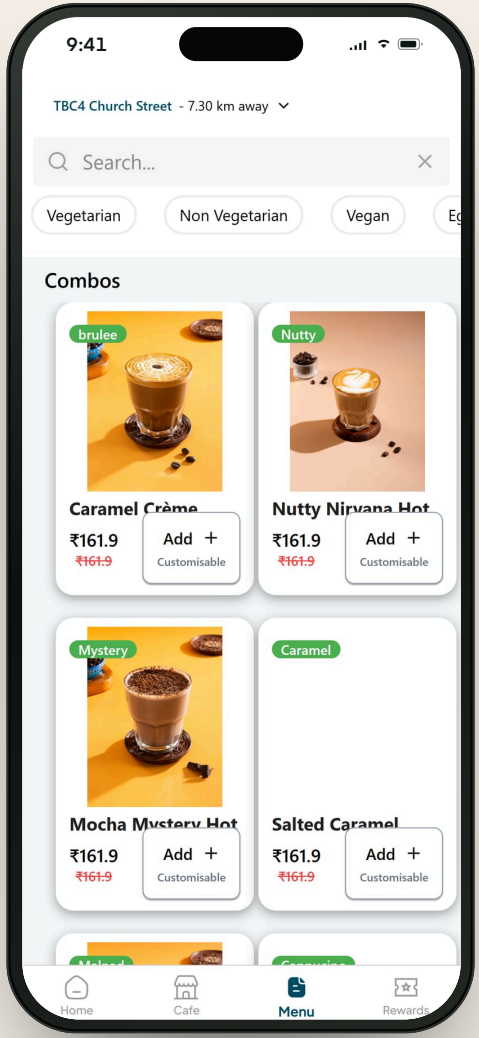
Inside Tribal Brew Coffee.



03

A menu managed once

Items with photos, prices and categories, assigned to the outlets that sell them.



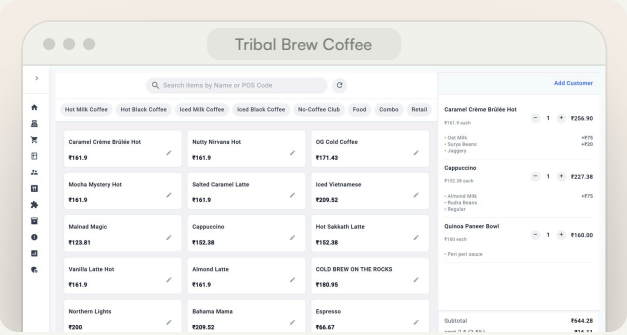
04

The same menu, on the customer's phone

The ordering app shows each café's live menu, photos and prices.

KEY CAPABILITIES

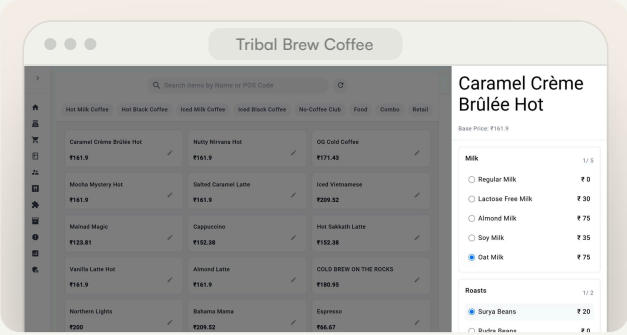
What Tribal Brew Coffee does.



01

Counter-speed POS

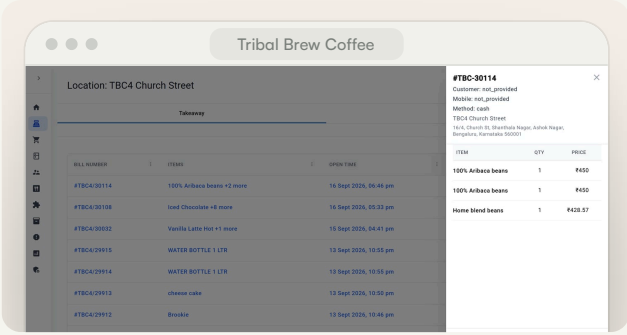
Categories, search by name or POS code and a running bill with tax — built for the queue at the counter.



02

Drink options that price themselves

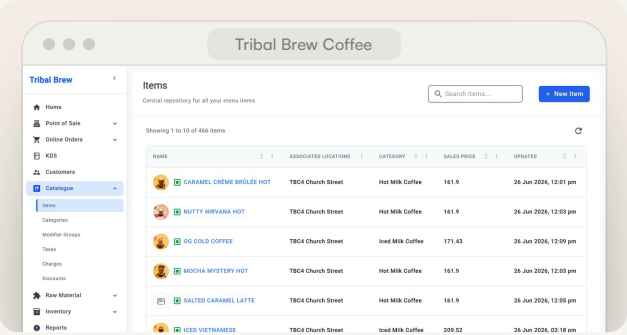
Milk, roast and sweetener choices carry their own surcharges, applied as the order is taken.



03

Bills and order status

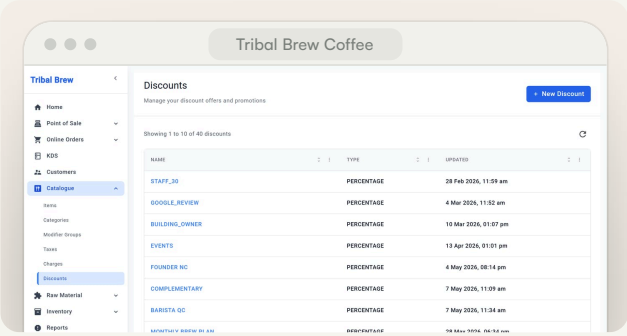
Every bill per outlet with its items, GST split and status — ready to pick up, completed or cancelled.



04

One catalogue for every outlet

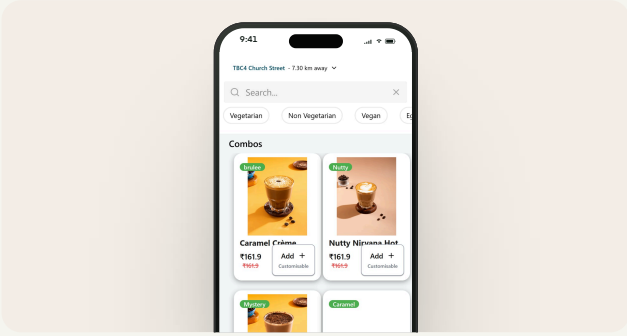
Items, categories, modifier groups, taxes and charges, managed centrally and assigned to the outlets that sell them.



05

Offers under control

Discounts for staff, reviews, events and subscriptions, defined once by head office.



06

Customer ordering app

Customers pick their café, browse the live menu with photos and prices, and customise drinks before ordering.

ROLE-BASED EXPERIENCE

Built for every role.

BACK OFFICE · WEB

Head office

Runs the menu, offers and outlets.

- Items, categories and modifier groups
- Discounts, taxes and charges
- Outlets, staff roles and employees
- Sales, product, category and tax reports

POS · WEB

Outlet staff

Bills at the counter, fast.

- Takeaway and held bills for their outlet
- Drink options and a running bill with GST
- Ready, completed and cancelled status
- Printed bills

MOBILE APP

Customer

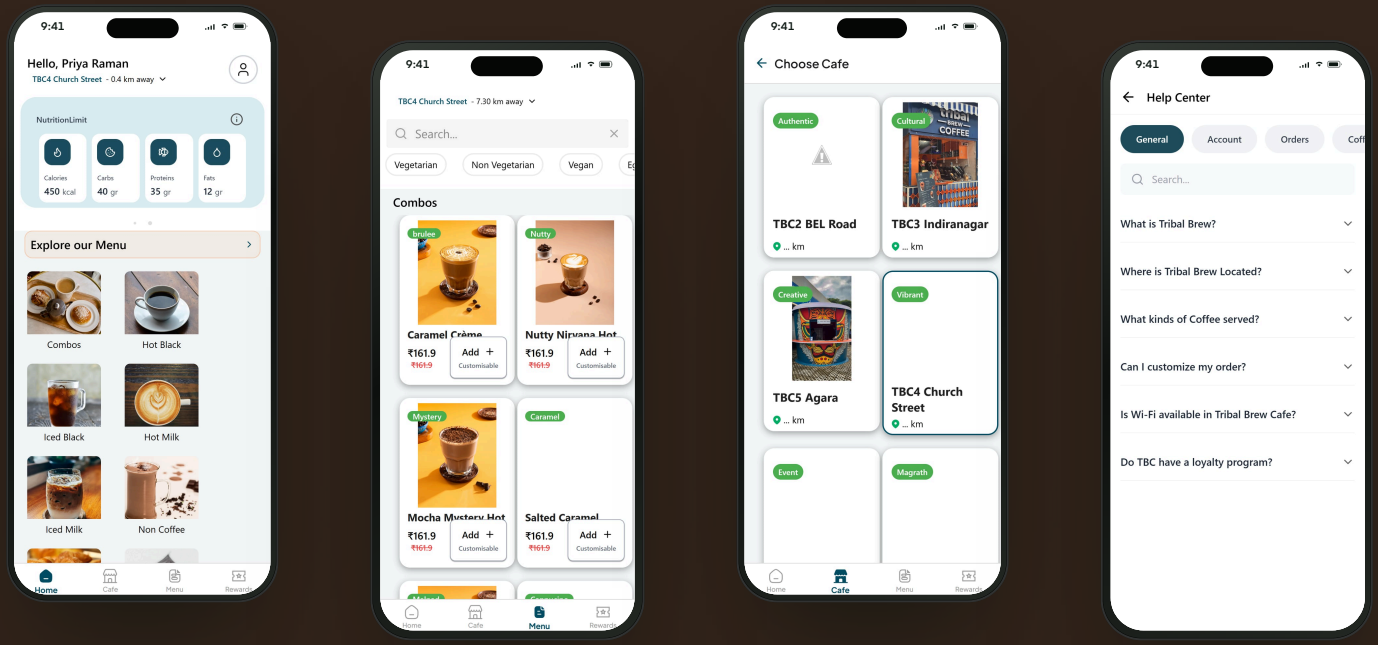
Orders from the phone.

- Nearest café and its live menu
- Photos, prices and customisable drinks
- Every café and its character
- Help centre and order history

RESPONSIVE EXPERIENCE

The café, in the customer's pocket.

The ordering app opens on the nearest café with its live menu and prices — the same catalogue the counter sells from.



BUSINESS VALUE

What it changes for the business.

One menu, everywhere

Prices, options and offers change once and reach every outlet and the app.

Offers that stay controlled

Discounts are set by head office, not improvised at the counter.

Faster counters

Drink options and taxes are applied as the order is taken, not worked out by hand.

Ready for direct orders

The customer app runs on the same system as the outlets.

TECHNOLOGY & DELIVERY

Angular · React Native (Expo) · NestJS API · Razorpay · Google Sign-In · Role-based access

- Web POS and customer app on one API and one catalogue
- Drink options with their own prices, applied as orders are taken
- GST split on every bill; outlet reports downloadable as PDF or Excel

PRODUCT DEMO

Request Demo →

A guided demo of the POS and Back office views — abishek@crita.in

Live outlet screens, shown without customer details. The customer app is shown with a demonstration profile.

03 — BUSINESS-INTELLIGENCE PLATFORM

Clario

Turned scattered accounting data into clear, sourced answers business owners can act on.

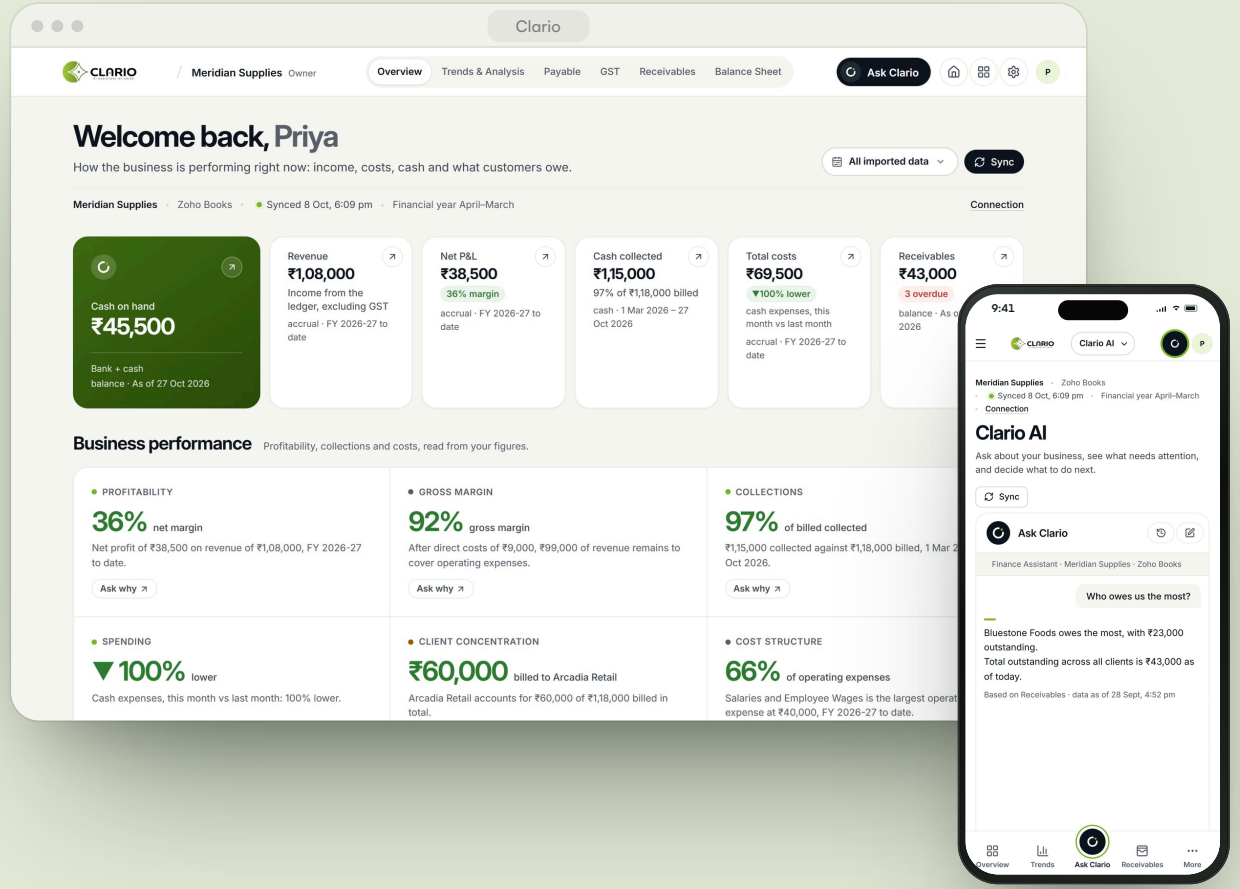
Crita's own business-intelligence platform. Clario connects to the systems a business already uses — starting with Zoho Books — and turns them into a clear finance command centre, with an assistant that answers in plain words, from the books.

CLIENT
A Crita product

SECTOR
Business intelligence

PLATFORM
Web • Responsive

ROLES
Workspace owners & members



THE CHALLENGE

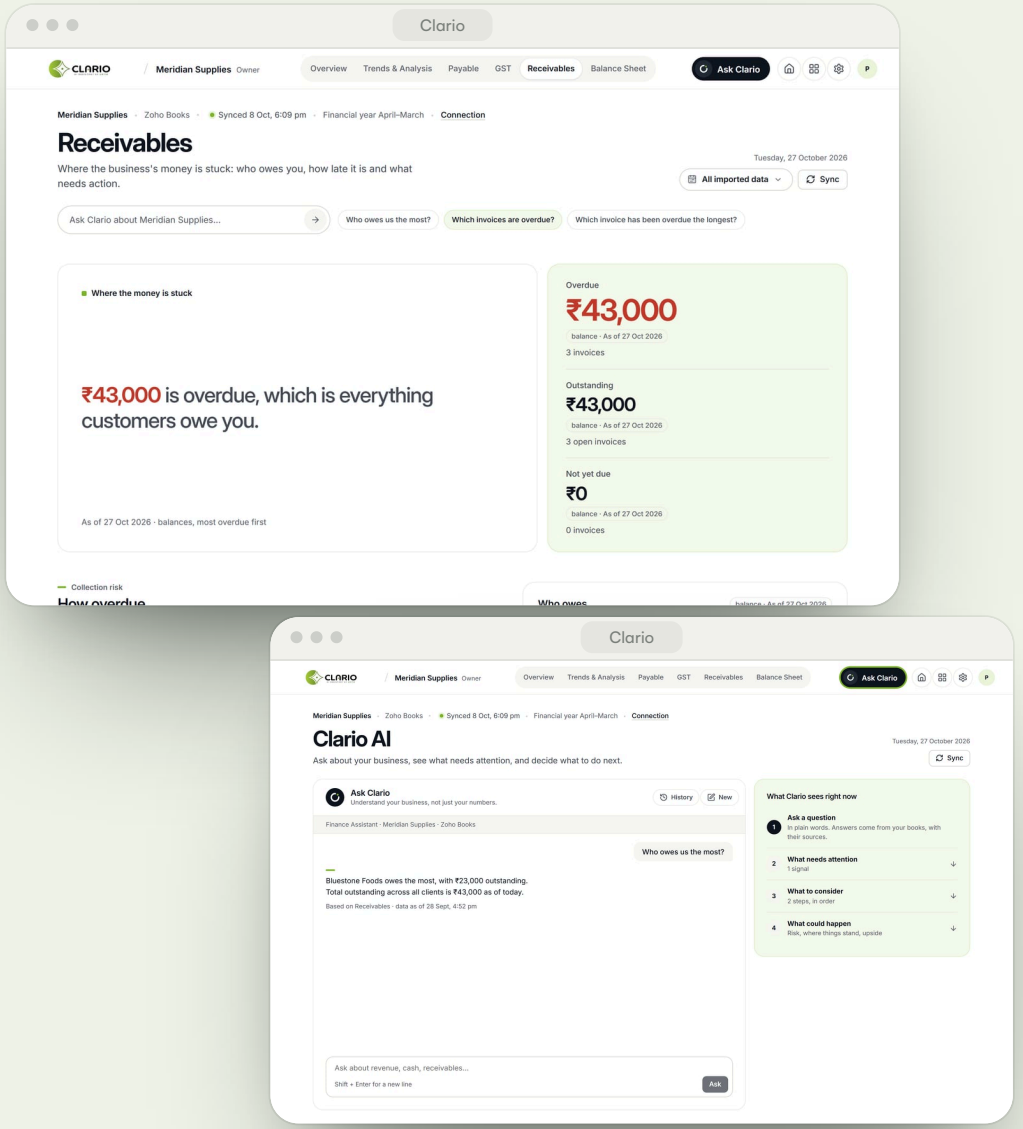
The numbers exist. The answers don’t.

Growing businesses keep their figures in accounting software, but turning ledgers into decisions takes reports, spreadsheets and an accountant’s time. Generic AI tools can’t be trusted with financial figures — and every new system adds another place to look.

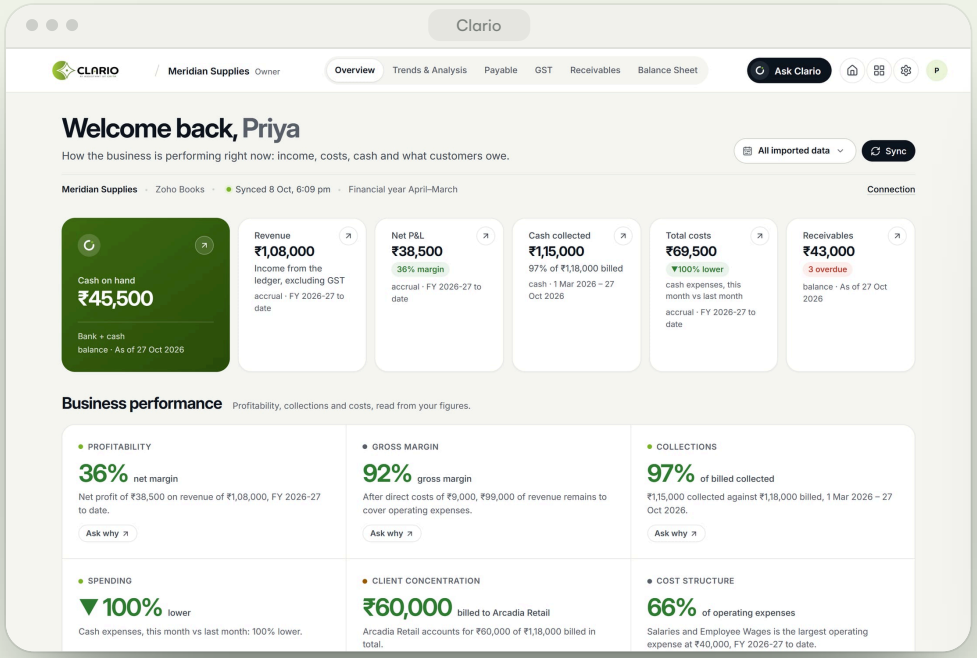
WHAT WE BUILT

Connect once. See clearly. Ask anything.

Clario gives each client a private workspace. They connect Zoho Books securely, and Clario turns the data into a finance command centre — overview, trends, receivables, payables and balance sheet. Ask Clario answers questions in plain words using the same figures as the reports, and shows where each answer comes from.



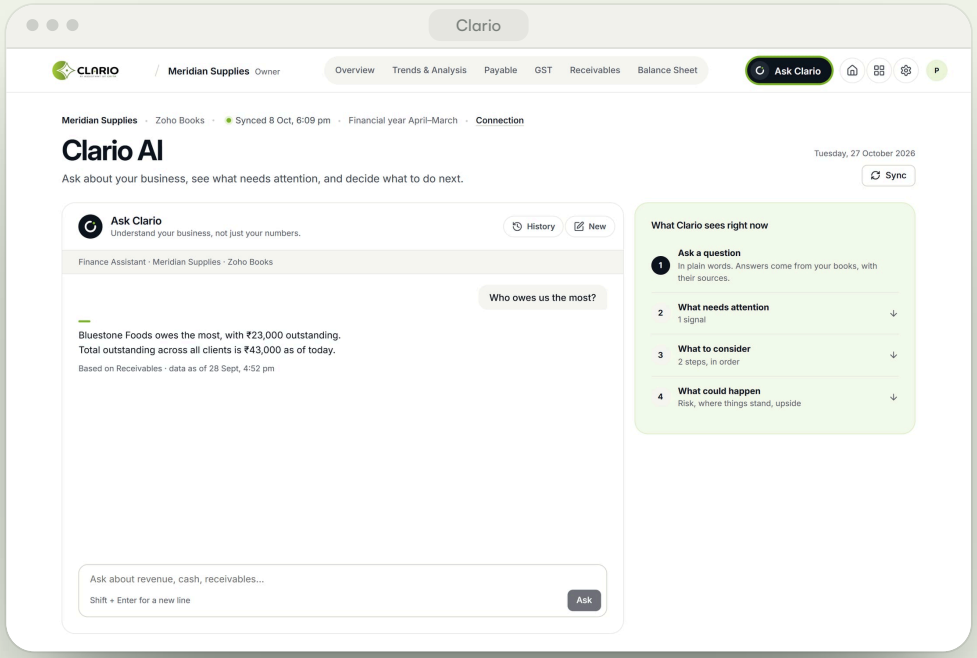
Inside Clario.



01

The business on one screen

Cash on hand, revenue, profit, collections and receivables — each with its basis and as-of date.

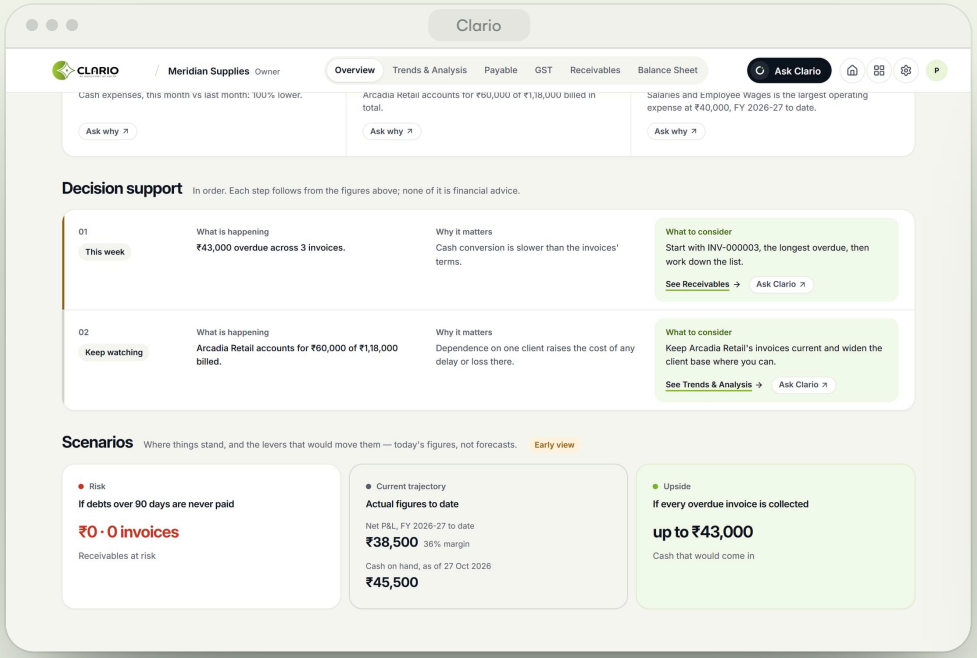


02

Answers, with sources

Ask in plain words. Every answer uses the same figures as the reports and says where they came from.

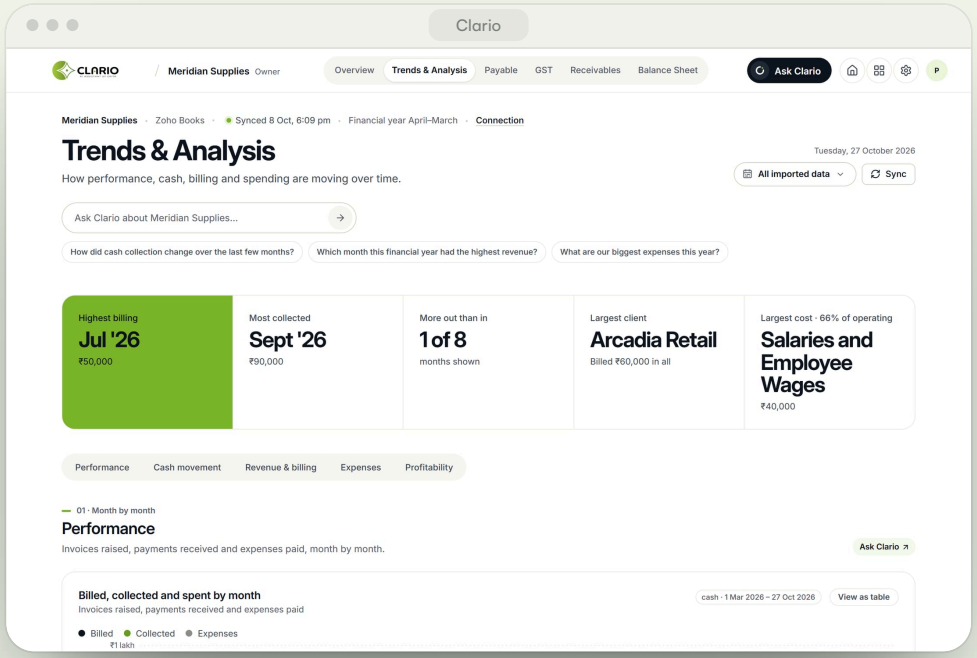
Inside Clario.



03

What to do next

Signals and decision support turn the figures into an ordered list of what deserves attention.



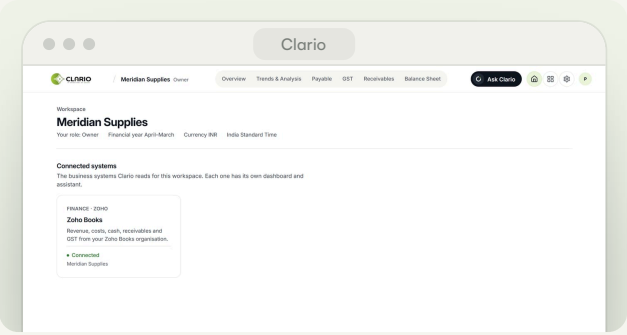
04

Trends that explain themselves

Billing, collections and spending month by month — every chart with a table view.

KEY CAPABILITIES

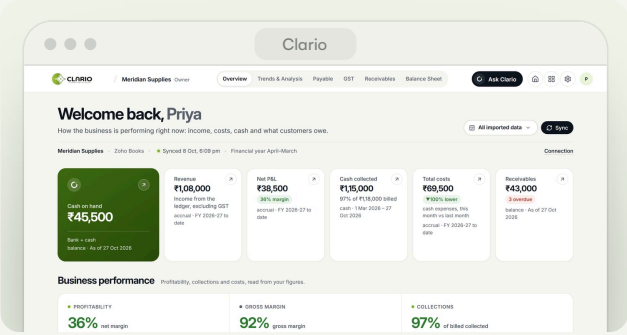
What Clario does.



01

Secure connection

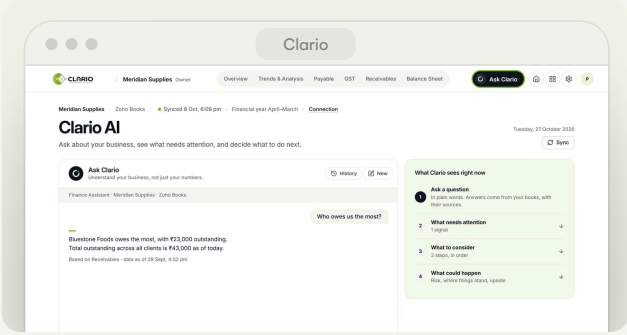
Zoho Books connects through OAuth with read-only access, into the client's own workspace.



02

Finance overview

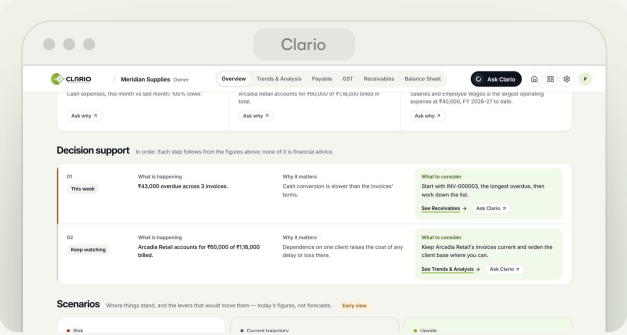
Cash, revenue, profit, collections, costs and receivables on one screen, with performance signals.



03

Ask Clario

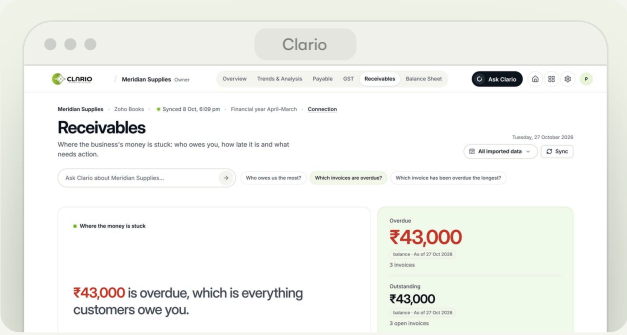
Plain-language questions answered from the books, with the source and date of every figure.



04

Decision support

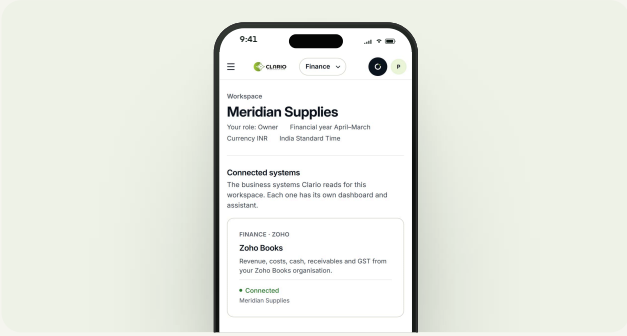
What needs attention, what to consider next and simple scenarios — clearly labelled as guidance.



05

Trends & receivables

Month-by-month billing, collections and spending; overdue ageing and a full invoice register.



06

Workspaces & roles

Every client works in an isolated workspace with its own members and connected systems.

PLATFORM ARCHITECTURE

One platform, many connected systems.

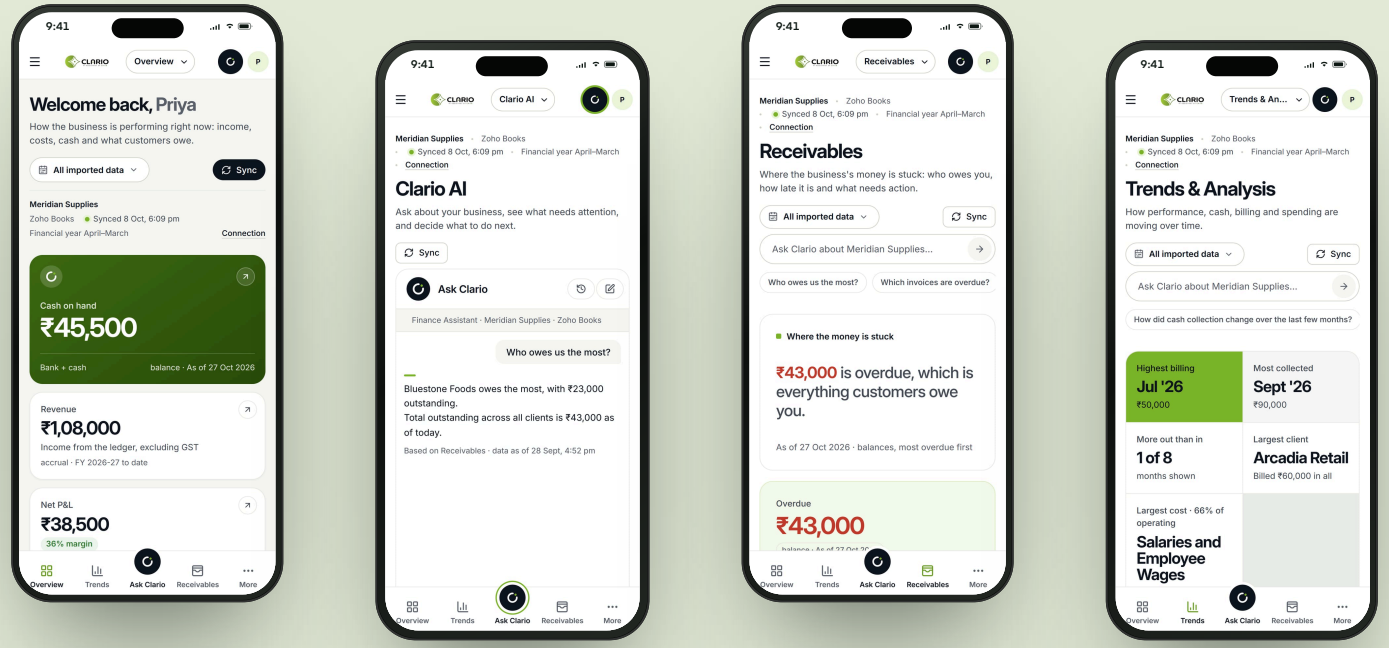
Figures are calculated in code; the AI explains them. Each assistant only answers from its own domain's data.

CONNECTORS	Zoho Books LIVE	Tally IN DEVELOPMENT	Inventory systems PLANNED	Lead management PLANNED
DOMAINS	Finance LIVE	Inventory PLANNED	Leads PLANNED	
EXPERIENCE	Command centre LIVE	Ask Clario assistant LIVE		
PLATFORM	Workspaces, roles & isolation LIVE			

RESPONSIVE EXPERIENCE

The whole command centre, in your pocket.

Every view — including Ask Clario — adapts to a phone, so owners can check cash or chase receivables between meetings.



BUSINESS VALUE

What it changes for the business.

Clarity without reports

Owners see performance, cash and receivables without building spreadsheets.

Answers you can trust

Every figure traces back to the books, with its date.

Guidance, in order

Signals and next steps turn numbers into a short list of decisions.

Built to grow

Each new system Crita connects becomes another module on the same platform.

TECHNOLOGY & DELIVERY

React · TypeScript · Python API · PostgreSQL · Zoho Books API · LLM with scoped tools

- Deterministic finance calculations — the assistant explains figures, never invents them
- Server-side OAuth with encrypted tokens
- Workspace isolation enforced on the server

PRODUCT DEMO

Request Demo →

A guided demo of the Workspace owner views — abishek@crita.in

Shown with a sample company and test data.

04 — FIELD OPERATIONS PLATFORM

SMC Task Management

Streamlined fragmented field audits into one system that plans, runs and closes every visit.

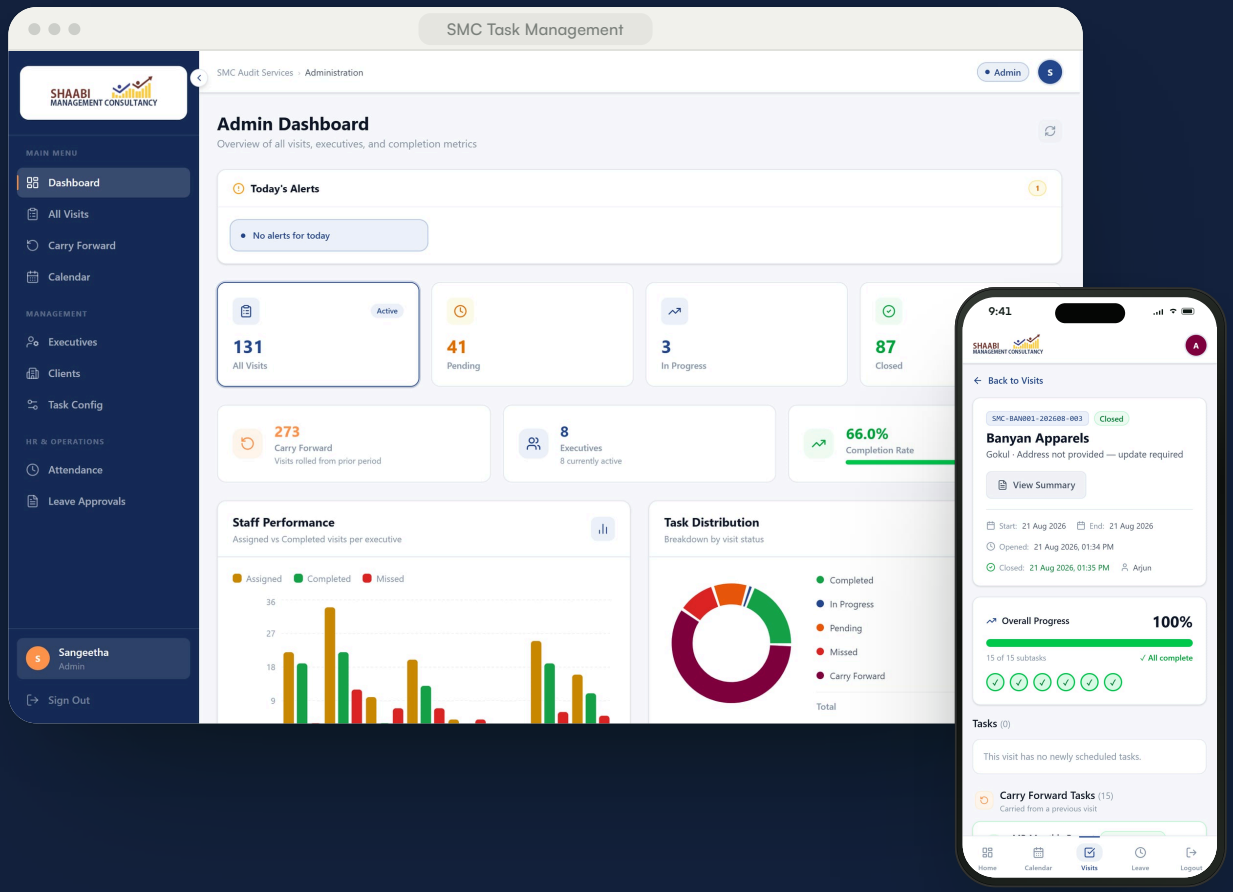
A field-audit operations platform for an audit consultancy. Admins plan visits and define each client's checklist; executives run every visit from their phone; nothing incomplete is lost between visits.

CLIENT
Shaabi Management Consultancy

SECTOR
Audit & consulting

PLATFORM
Web • Mobile app

ROLES
Admin • Field Executive



THE CHALLENGE

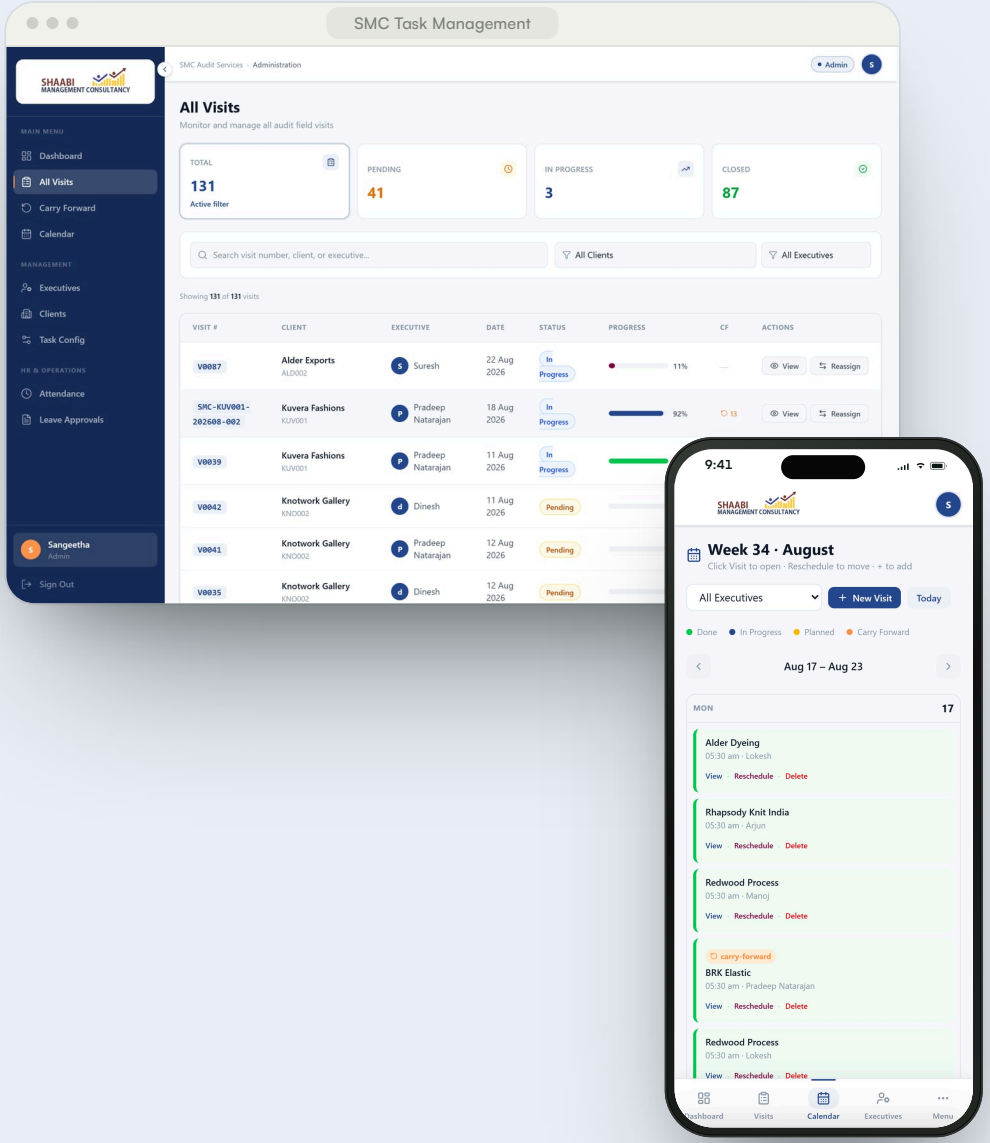
Weekly audits, dozens of clients, no single view.

SMC's executives visit client sites every week to verify operations, stock, accounts and reports — and every client needs a different checklist. Tracking was manual: unfinished items relied on memory to reach the next visit, and management had no live view of progress across the team.

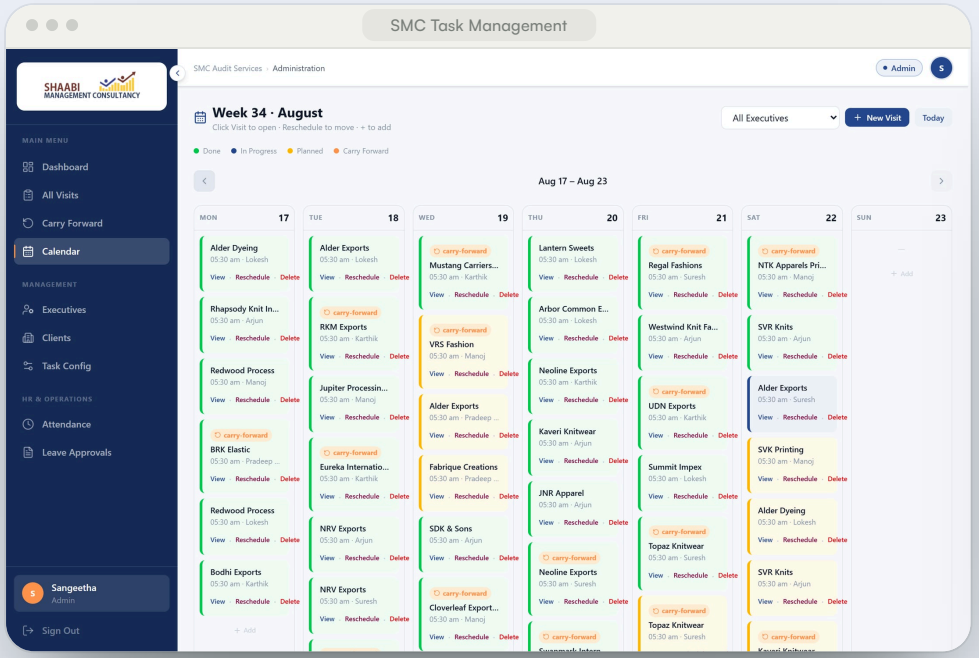
WHAT WE BUILT

One system, from the admin's calendar to the executive's phone.

Crita built a role-based platform that turns each audit visit into a structured, trackable workflow. Admins schedule visits and configure checklists per client. Executives open the visit on their phone, complete each item or record why it couldn't be done, and close it only when the rules are met. Unfinished work carries forward — with admin approval — into the next visit.



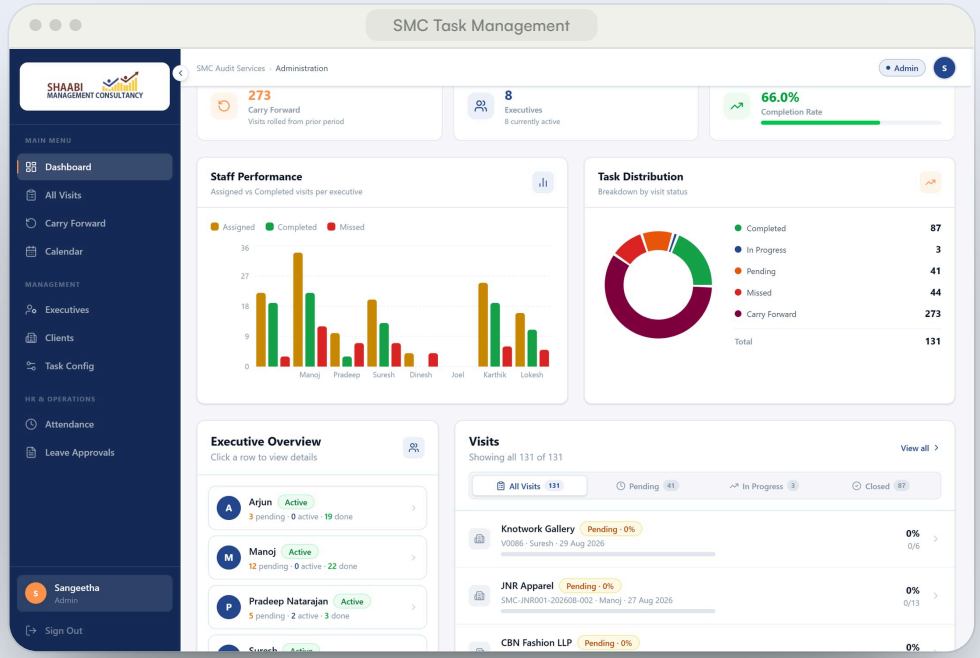
Inside SMC Task Management.



01

The week at a glance

Admins plan visits across the team in a weekly calendar — done, in progress, planned and carried forward, colour-coded.

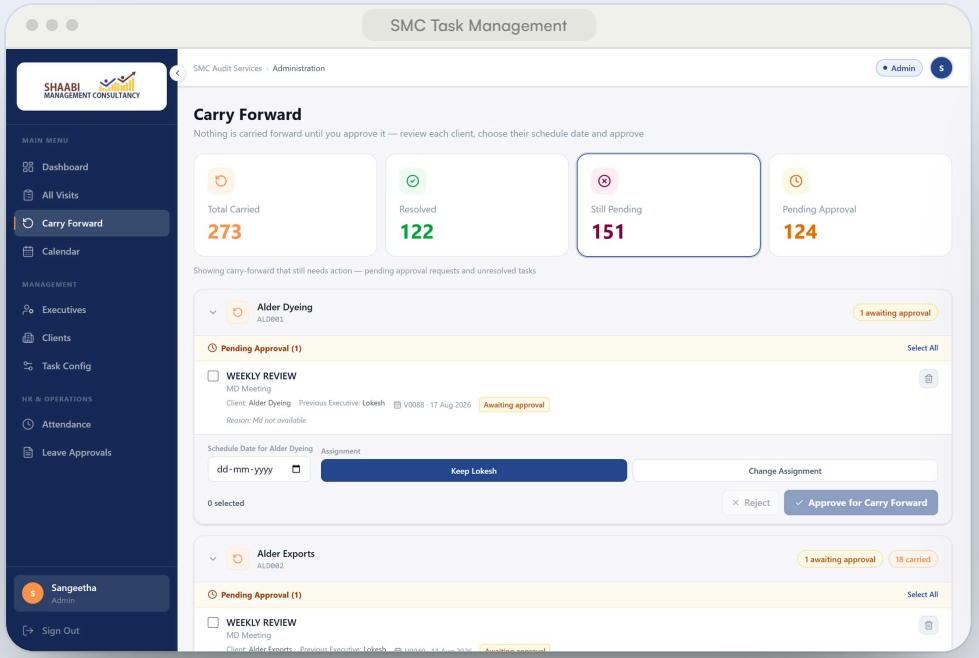


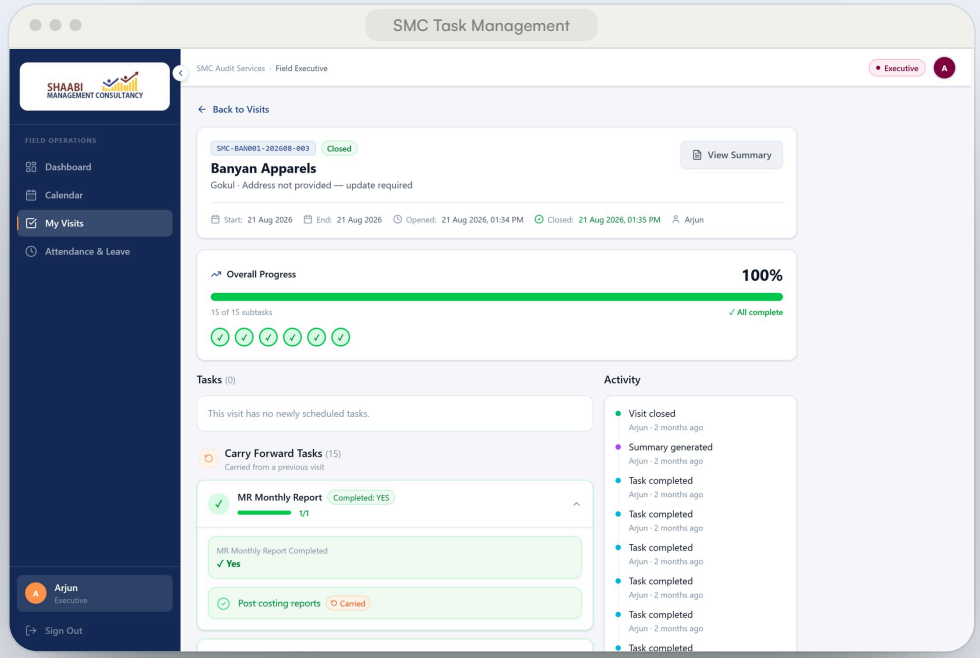
02

Live operational dashboard

Completion rate, staff performance and task distribution, with every executive's workload one click away.

Inside SMC Task Management.





03

Carry-forward, under control

Nothing moves to the next visit until an admin reviews it, chooses the schedule date and approves.

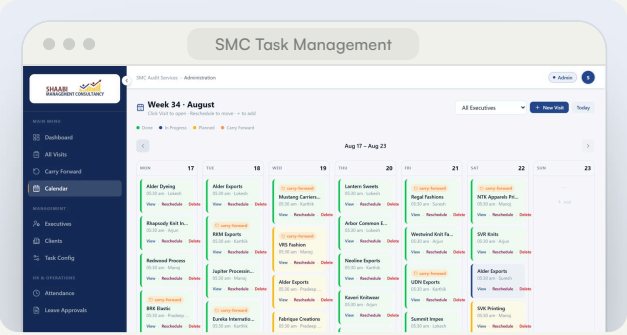
04

A visit, start to finish

Tasks, subtasks, carried items and an activity trail on one screen — then an automatic summary at closure.

KEY CAPABILITIES

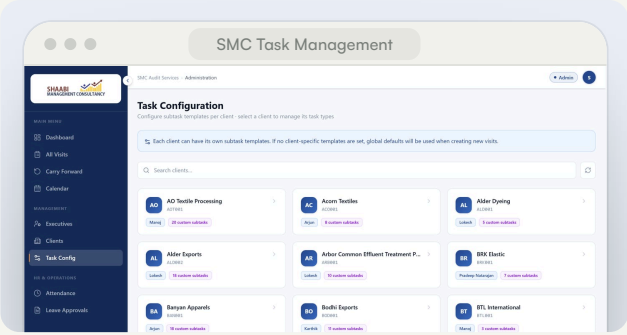
What SMC Task Management does.



01

Visit planning & calendar

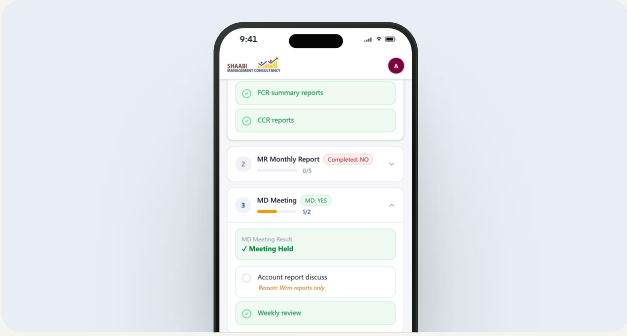
Schedule, reschedule and reassign visits across executives in a weekly calendar.



02

Client-specific checklists

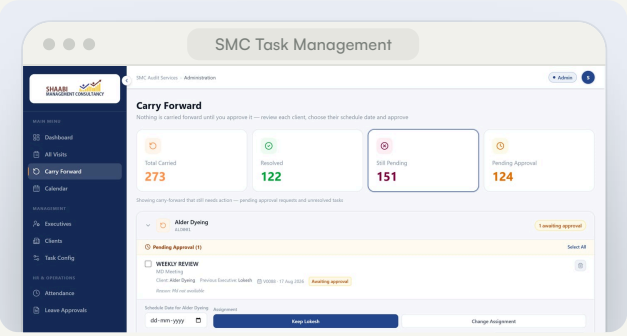
Each client gets its own task and subtask template, applied to every new visit automatically.



03

Rules that keep audits complete

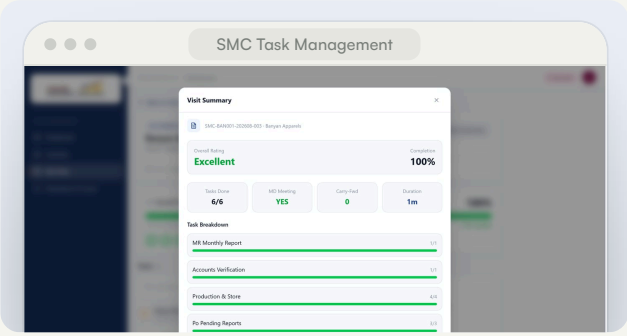
A visit closes only when required work is done. The MD meeting must be answered and every open item needs a reason.



04

Carry-forward with approval

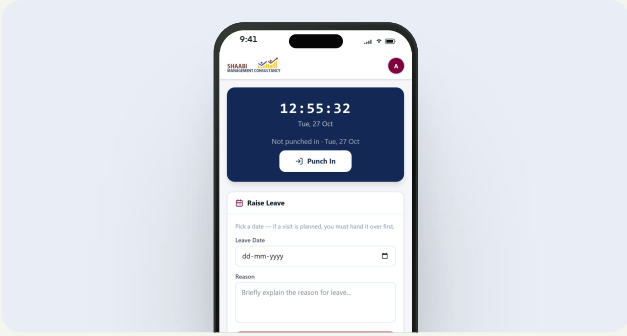
Unfinished items move into the next visit with their history — after an admin reviews and approves them.



05

Progress, trail and summary

Live progress per visit, a full activity trail and an automatic summary with a rating when the visit closes.



06

Attendance & leave

Executives punch in and request leave from the app; admins review attendance and approve requests.

ROLE-BASED EXPERIENCE

Built for every role.

DESKTOP & MOBILE

Admin

Plans the week and keeps every visit on track.

- Dashboard of visits, completion rate and staff performance
- Weekly calendar for scheduling and reassignment
- Carry-forward approvals and client checklists
- Executive workload, attendance and leave

MOBILE-FIRST

Field Executive

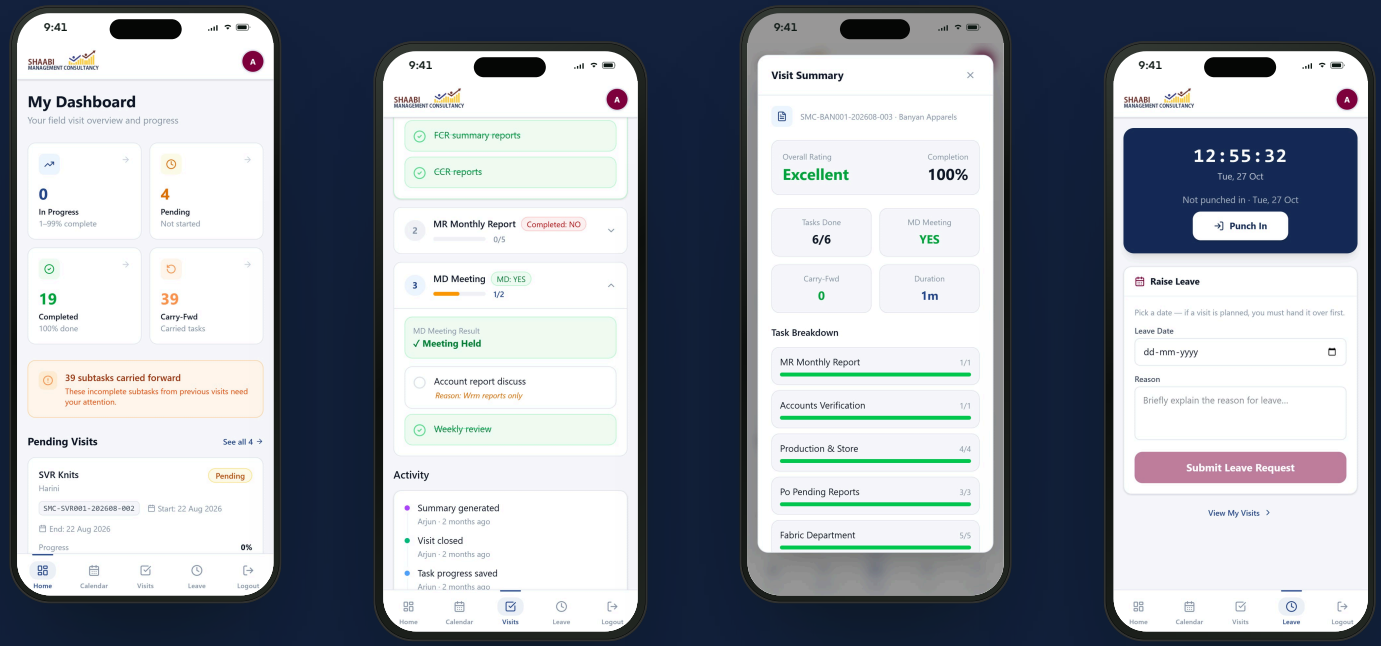
Runs each visit on site, from the phone.

- Pending visits and carried-forward items at a glance
- Checklist per task, with reasons for open items
- MD meeting confirmation before closing
- Punch in, punch out and leave requests

RESPONSIVE EXPERIENCE

Planned at the desk. Run in the field.

Executives run every visit from their phone — checklists, reasons, summaries, attendance. Admins get the same live picture on desktop and mobile.



BUSINESS VALUE

What it changes for the business.

Live visibility

Management sees the status of every visit and executive without chasing calls.

Nothing slips between visits

Unfinished items carry forward with their reason, so follow-ups are never lost.

Consistent audits

Client-specific checklists and closing rules make every visit complete and comparable.

Less manual reporting

Progress and visit summaries are produced by the system, not compiled by hand.

TECHNOLOGY & DELIVERY

Next.js · TypeScript · PostgreSQL · Prisma · Role-based access · Android app

- Mobile-first web app with an Android build for field executives
- Executives only ever see the visits assigned to them
- Lean data and instant checklist feedback on mobile networks

PRODUCT DEMO

Request Demo →

A guided demo of the Admin and Field Executive views — abishek@crita.in

Client, contact and staff names in these screens are anonymised to protect SMC's confidentiality.

05 — SALES CRM WITH AN AI CO-PILOT

AI Sales CRM

Gave sales teams one pipeline where AI summarises every lead and suggests the next step.

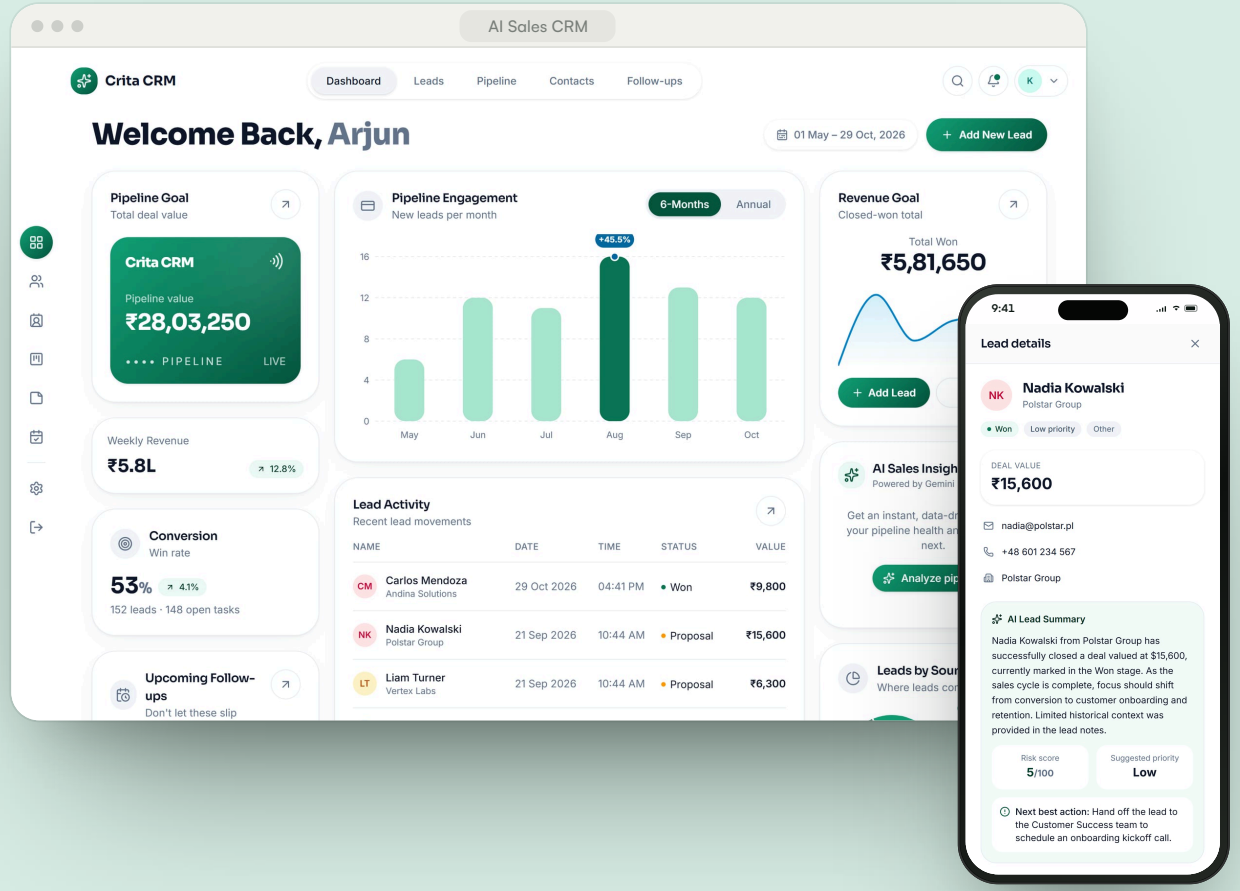
Crita's sales CRM: leads, contacts, a drag-and-drop pipeline, notes and follow-ups in one workspace, with Google Gemini summarising leads, drafting emails and rating the health of the pipeline.

CLIENT
A Crita product

SECTOR
Sales & CRM

PLATFORM
Web • Responsive

ROLES
Sales teams



THE CHALLENGE

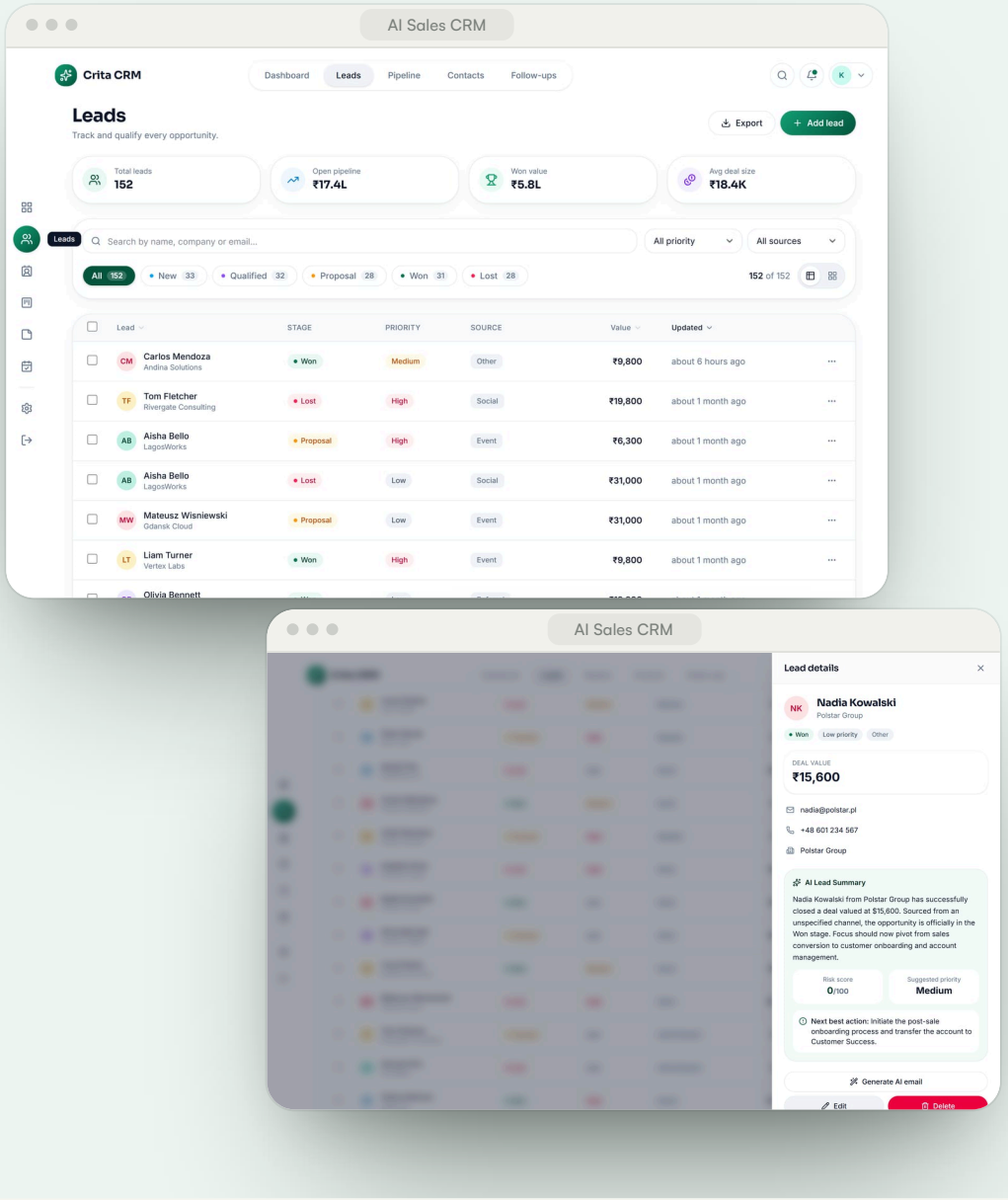
Deals slip between spreadsheets and memory.

Small sales teams track leads in sheets and inboxes. Follow-ups are forgotten, nobody sees the pipeline's real value, and every email to a prospect starts from a blank page.

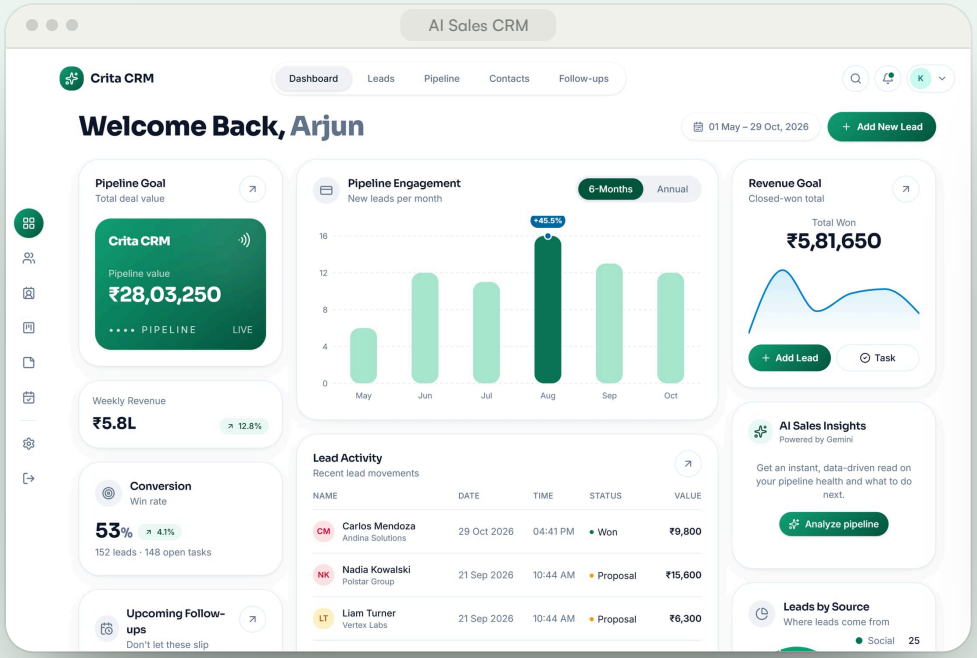
WHAT WE BUILT

A clean CRM, with an assistant inside every lead.

Crita built a CRM around the sales day: a dashboard of pipeline value, closed revenue and win rate; leads by stage, priority and source; a pipeline board; contacts, notes and follow-ups. Gemini reads each lead to suggest the next best action, drafts the email in the chosen tone and rates the pipeline as a whole.



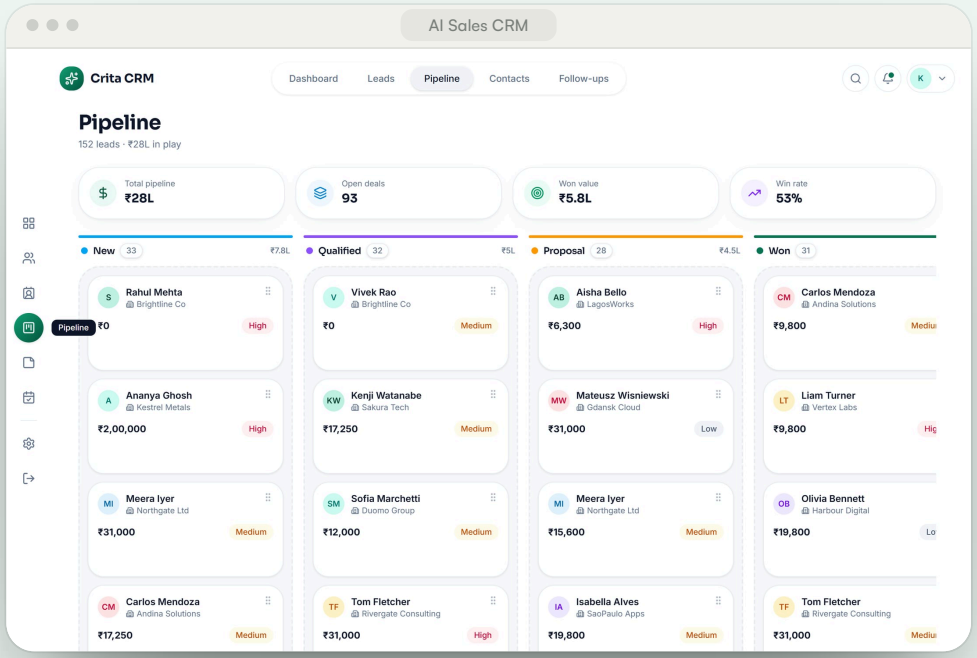
Inside AI Sales CRM.



01

The sales day on one screen

Pipeline value, revenue, win rate and new leads, with the latest movements underneath.

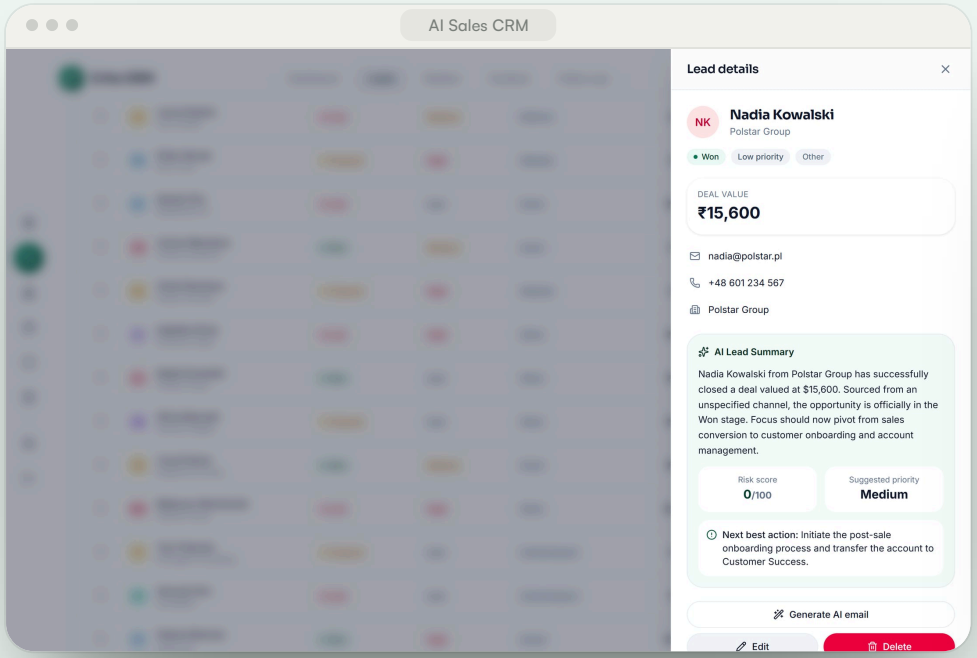


02

Every deal, by stage

A pipeline board with the value of each stage — move a deal by dragging it.

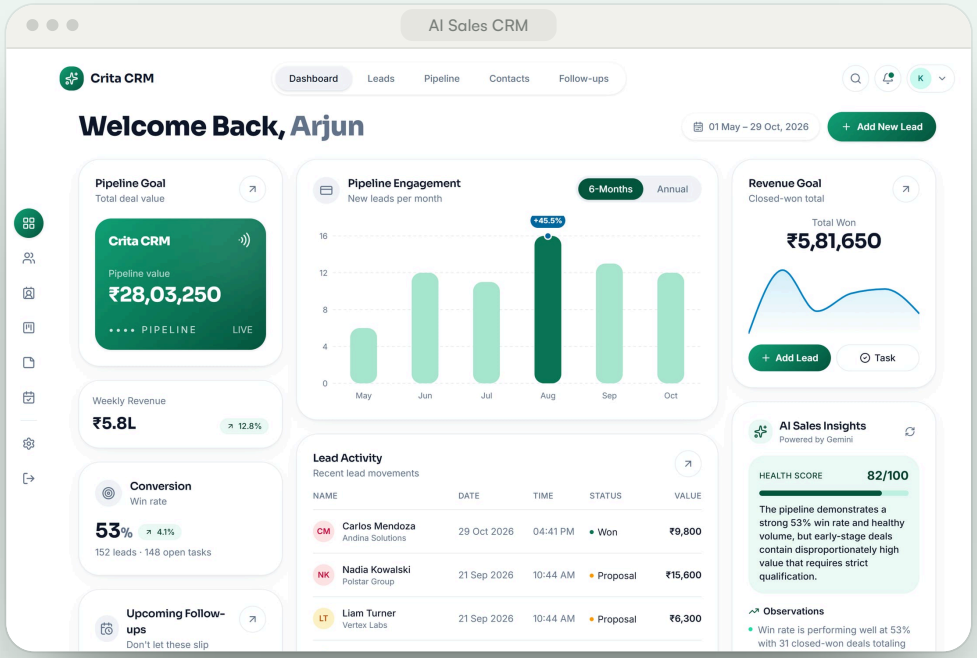
Inside AI Sales CRM.



03

Ask what to do next

Gemini summarises the lead, scores its risk and suggests the next best action.



04

Pipeline health, scored

One click rates the whole pipeline and explains what is working and where deals stall.

KEY CAPABILITIES

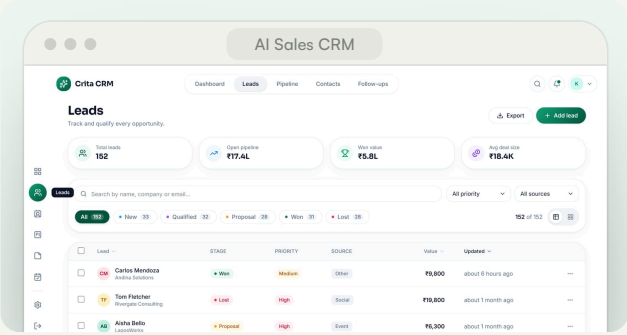
What AI Sales CRM does.



01

Pipeline dashboard

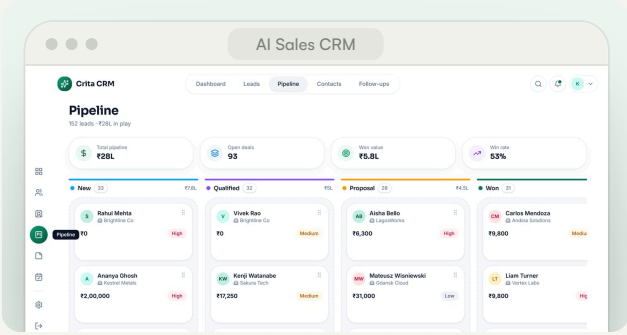
Pipeline value, closed revenue, win rate and new leads per month, with the latest lead movements.



02

Leads in order

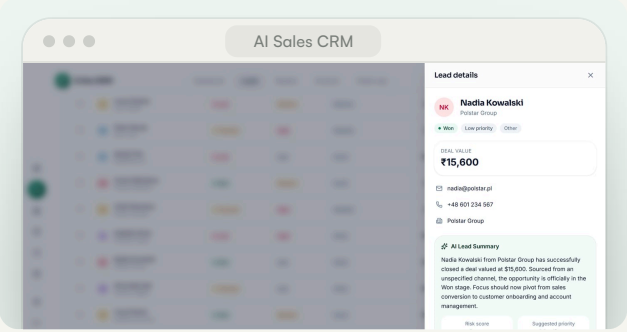
Stage, priority, source and value on every lead, with a filter for each.



03

Drag-and-drop pipeline

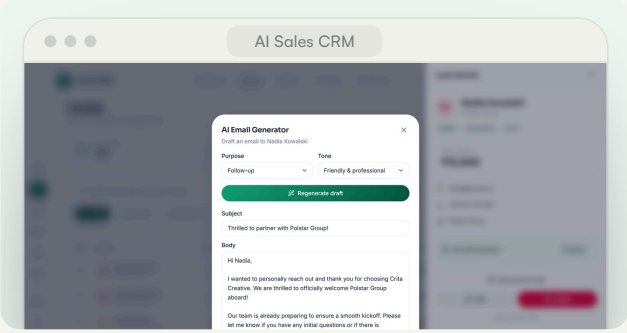
New, qualified, proposal and won columns, with the value of every stage.



04

AI lead summary

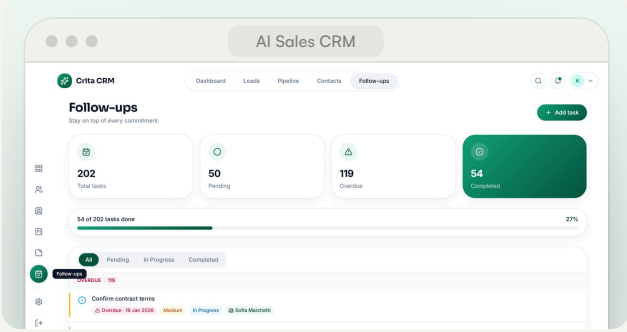
A plain-language summary, risk score, suggested priority and next best action for any lead.



05

AI email drafts

Follow-up emails drafted by purpose and tone, ready to copy.



06

Follow-ups that don't slip

Tasks with priority and status, and overdue work flagged.

PLATFORM ARCHITECTURE

A CRM with the AI built in.

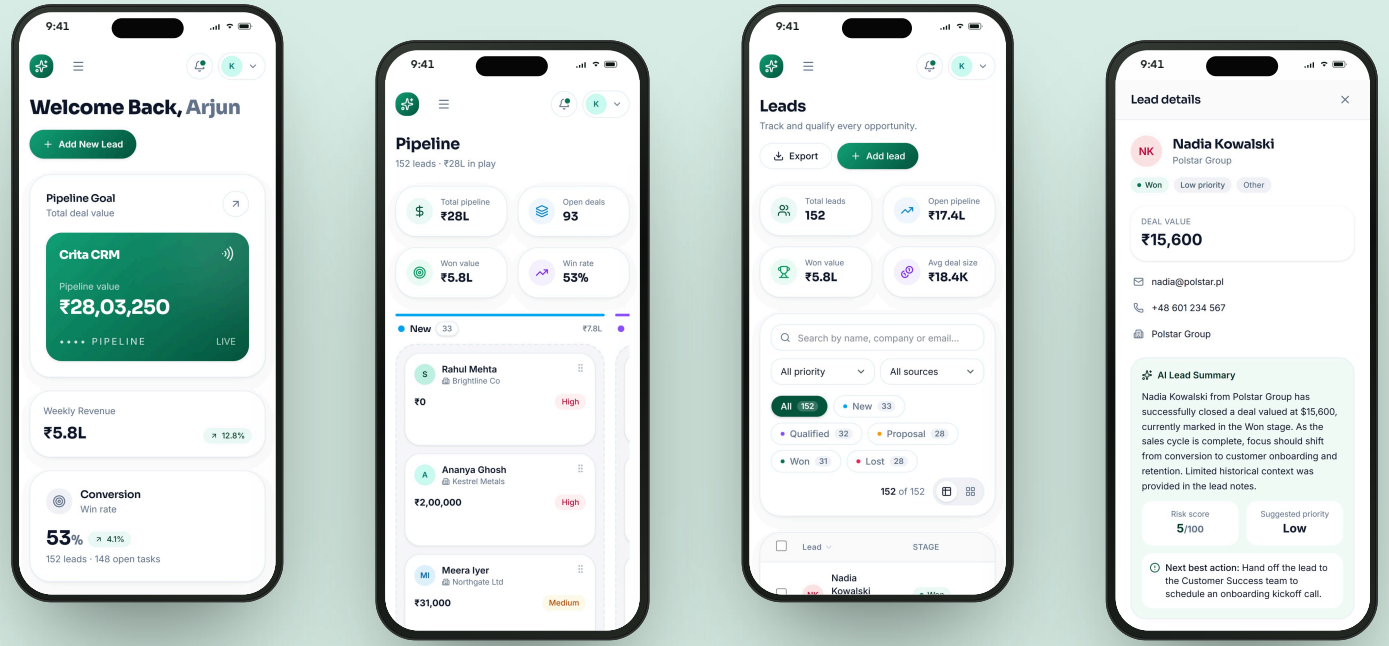
Gemini works from the CRM's own records: summaries, drafts and insights come from the leads, notes and pipeline the team already keeps.

WORKSPACE	Leads LIVE · Contacts LIVE · Pipeline LIVE · Notes LIVE · Follow-ups LIVE
AI CO-PILOT	Lead summaries LIVE · Email drafts LIVE · Pipeline insights LIVE
PLATFORM	Secure sign-in LIVE · Google Gemini LIVE

RESPONSIVE EXPERIENCE

The pipeline, wherever the meeting is.

Dashboard, leads, pipeline and AI summaries all adapt to a phone — check a deal and its next step on the way in.



BUSINESS VALUE

What it changes for the business.

A pipeline you can see

Value, stage and win rate live on the dashboard, not in a spreadsheet.

Next steps, suggested

Every lead comes with a clear next best action.

Faster outreach

Follow-up emails are drafted in seconds, in the right tone.

Nothing forgotten

Follow-ups carry priority and due dates, and overdue work stands out.

TECHNOLOGY & DELIVERY

React · Node.js · Express · MongoDB · Google Gemini · JWT auth

- Gemini summaries, email drafts and pipeline insights from the CRM's own records
- Drag-and-drop pipeline across stages
- One-click demo workspace for prospects

PRODUCT DEMO

Request Demo →

A guided demo of the Sales views — abishek@crita.in

Shown in the public demo workspace with sample data.

06 — WAREHOUSE & INVENTORY MANAGEMENT

City Threads

Replaced a memory-dependent inventory process with barcoded stock tracked bin by bin.

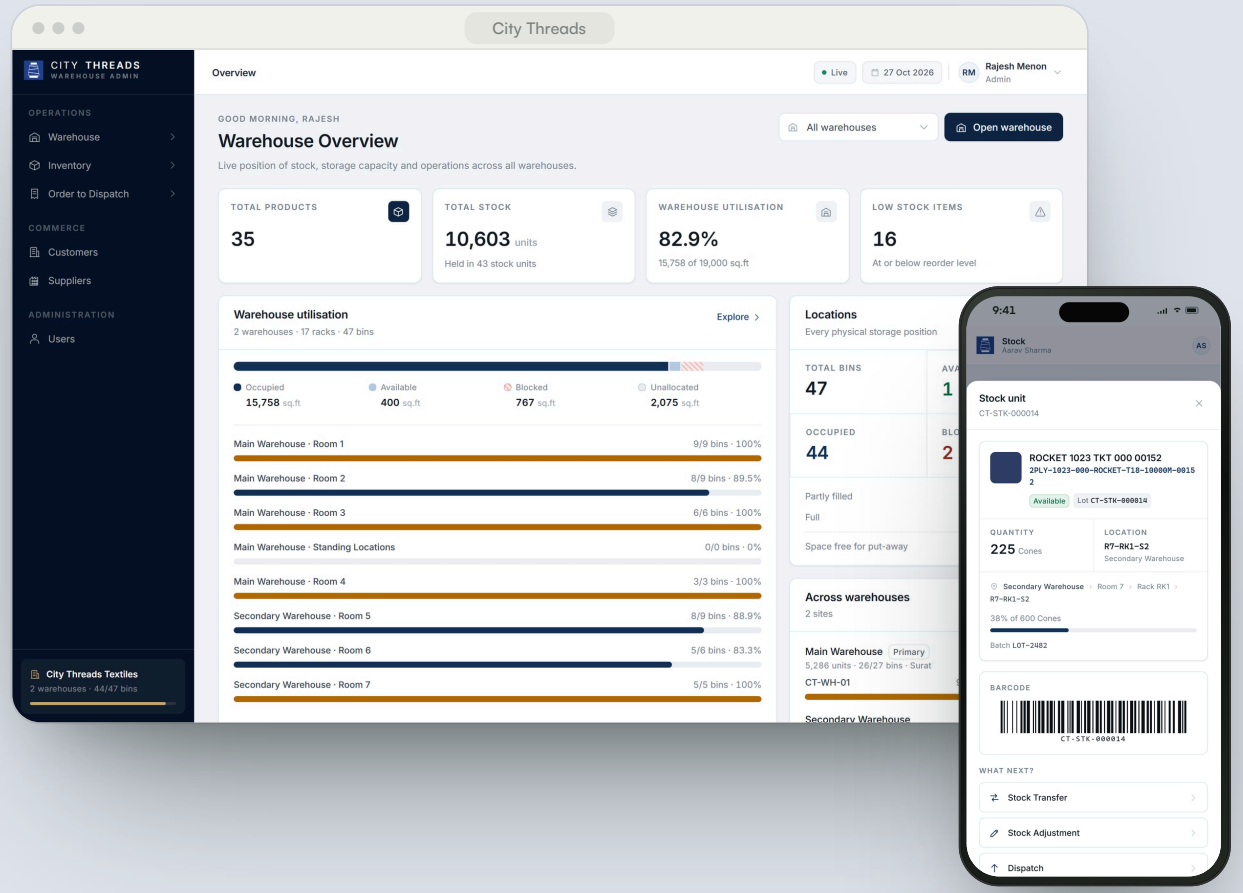
A warehouse management system for a textile distributor: barcoded stock units, a visual map of every rack and bin, and an order-to-dispatch flow — with a one-handed phone app for the warehouse floor.

CLIENT
City Threads Textiles

SECTOR
Textile distribution

PLATFORM
Web • Mobile app

ROLES
Administrator • Warehouse Executive



THE CHALLENGE

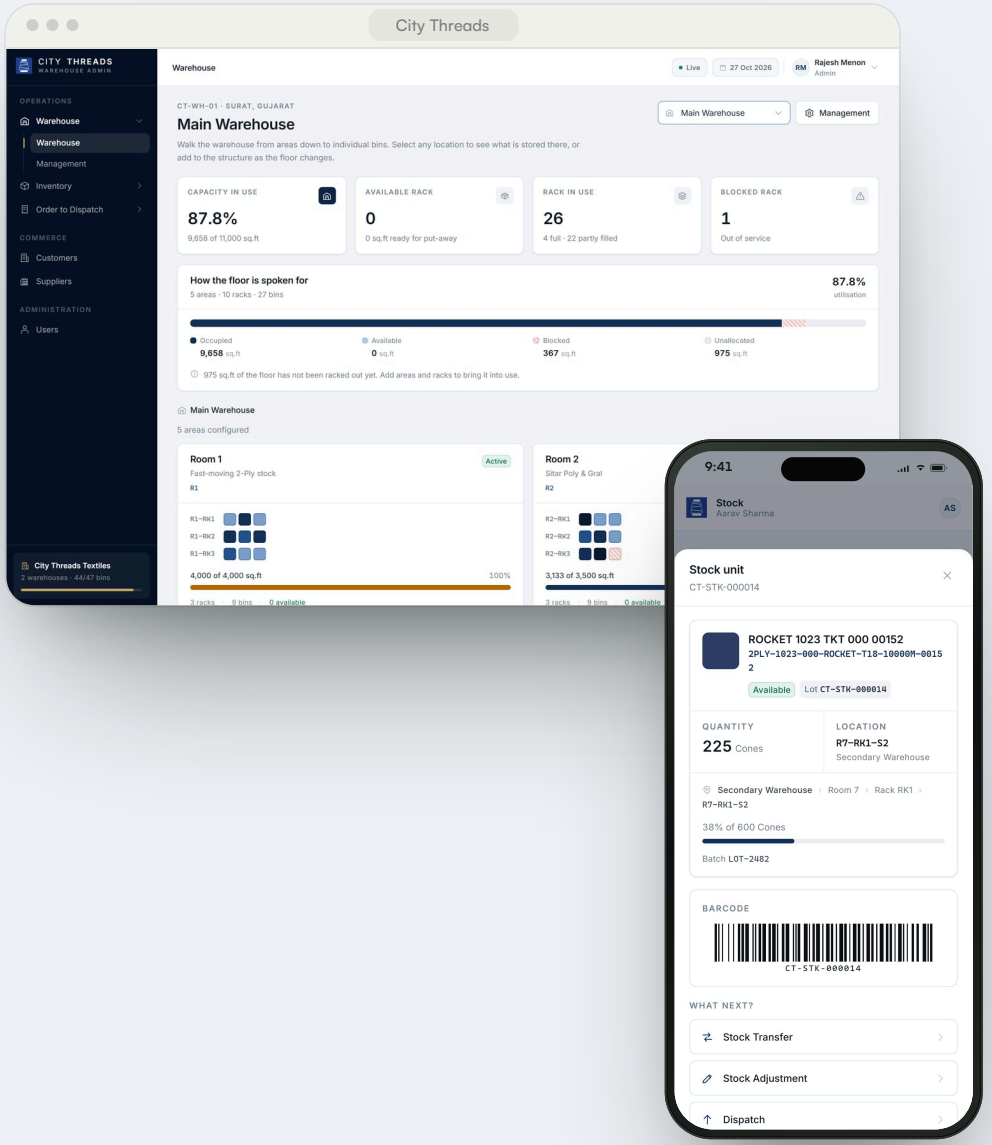
Two warehouses. A fragmented inventory process.

City Threads stores thread stock across racks and bins in two warehouses. With a fragmented, manual process, finding a lot, knowing which space was free and tracing what moved where took time — and depended on the people who remembered.

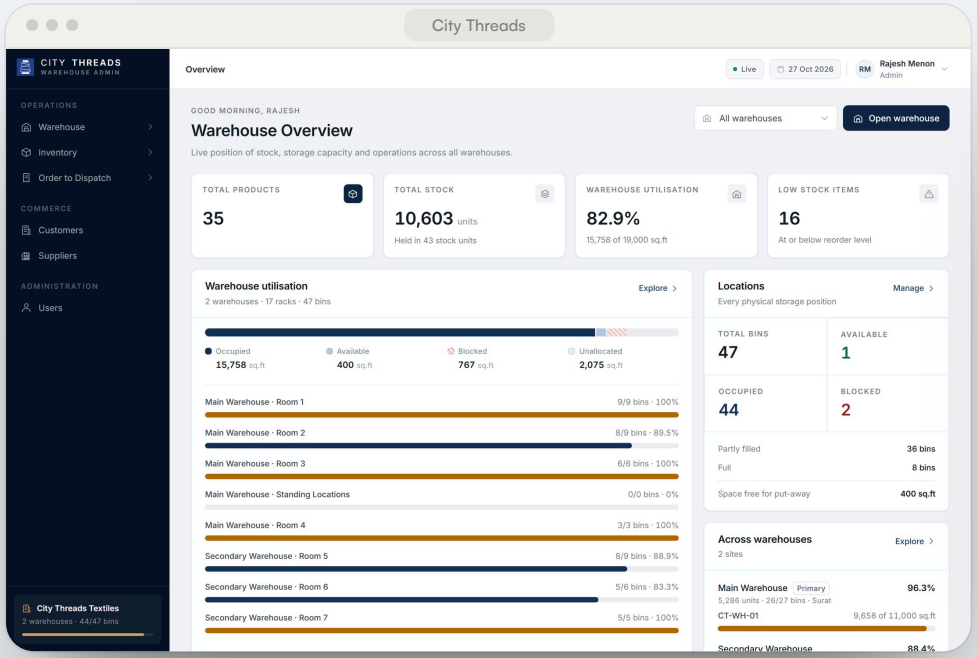
WHAT WE BUILT

A barcode on every lot. A map of every bin.

Crita built a warehouse system where every physical lot becomes a stock unit with a permanent ID and barcode. Administrators manage the structure, orders and stock from a desktop workspace; executives receive, move, count, pick and dispatch from their phone — scanning instead of searching.



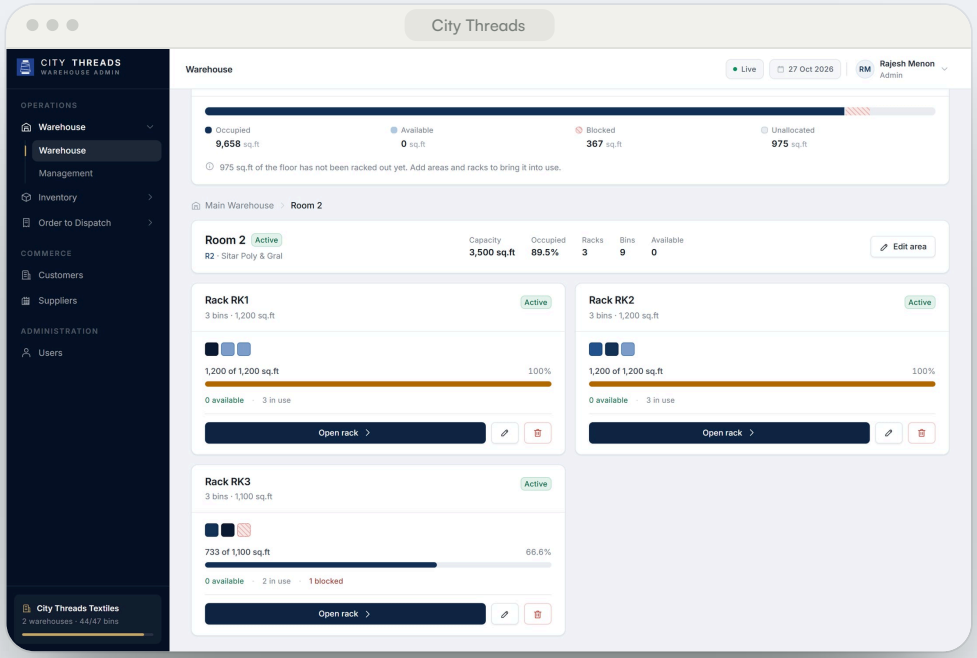
Inside City Threads.



01

The whole operation, live

Stock, utilisation, locations, count discrepancies and recent sales across both warehouses.

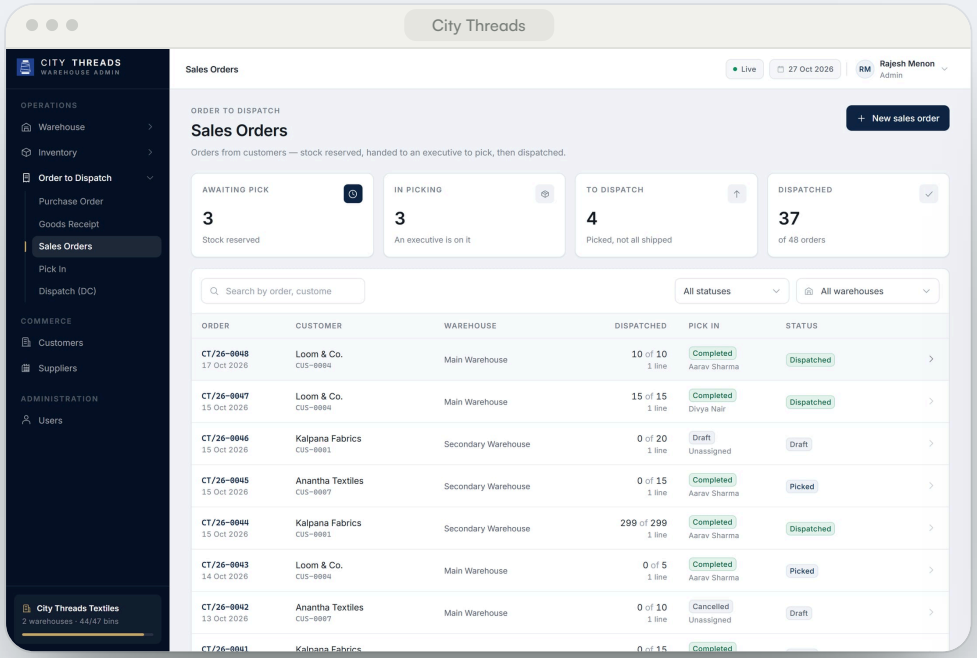


02

Area, rack, bin

A visual map of the floor: capacity, occupancy and blocked locations at every level.

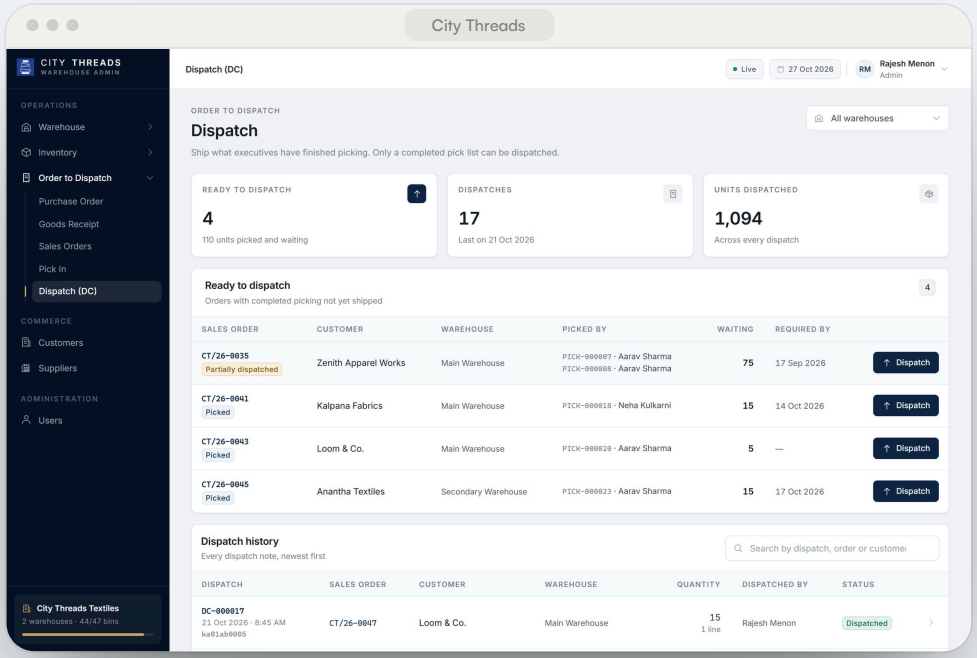
Inside City Threads.



03

From order to truck

Sales orders move through picking to dispatch, with every quantity reserved and accounted for.



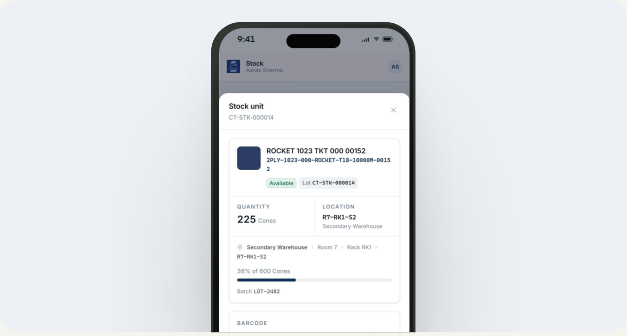
04

Dispatch with proof

Ready-to-ship orders and a full dispatch history with vehicle numbers and who sent what.

KEY CAPABILITIES

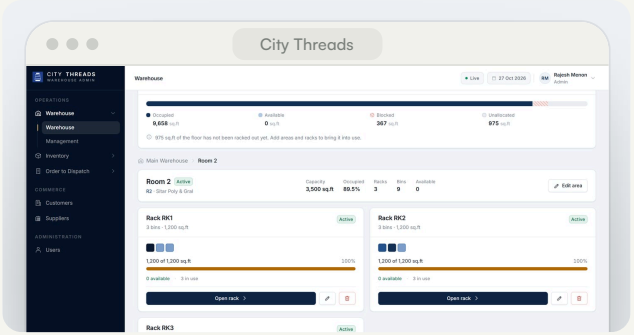
What City Threads does.



01

Barcoded stock units

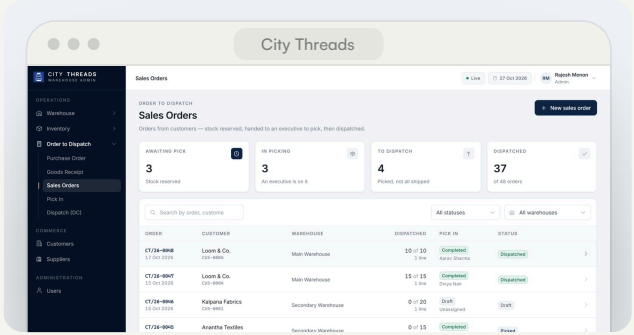
Every lot gets a permanent Stock ID and Code 128 barcode. Scan it with the phone camera, upload a photo or type the ID.



02

Warehouse explorer

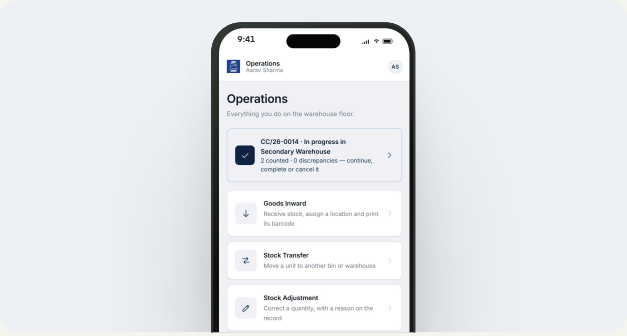
Walk area → rack → bin to see capacity, occupancy and blocked locations, and change the structure in place.



03

Order to dispatch

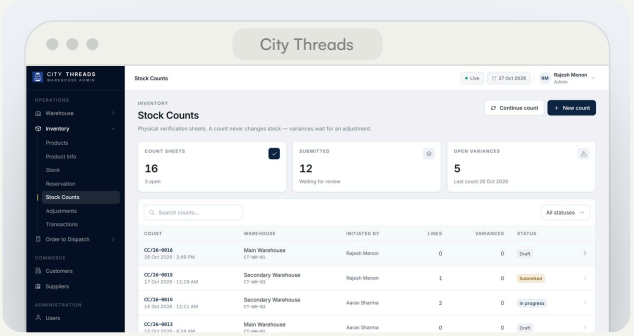
Purchase orders and goods receipts in; sales orders, pick lists and dispatch out — with stock reserved on the way.



04

Floor operations on the phone

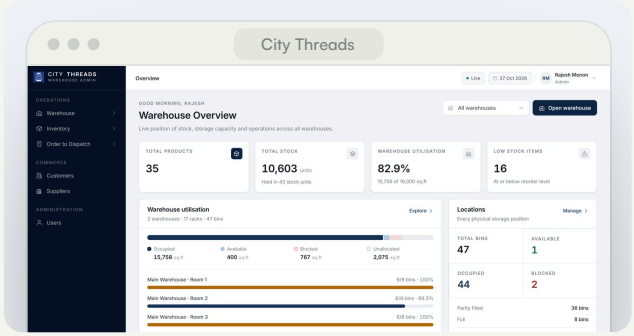
Goods inward, transfer, adjustment, cycle count, picking and dispatch — built for one hand.



05

A ledger that reconciles

Every movement is recorded. Counts verify the shelf without changing stock; differences are corrected with a reason.



06

Commercial visibility

Customers, suppliers, sales and executive performance alongside stock.

ROLE-BASED EXPERIENCE

Built for every role.

DESKTOP WORKSPACE

Administrator

Sees and shapes the whole operation.

- Overview of stock, utilisation and recent operations
- Warehouse structure: areas, racks and bins
- Purchase orders, sales orders and dispatch
- Customers, suppliers and users

MOBILE APP

Warehouse Executive

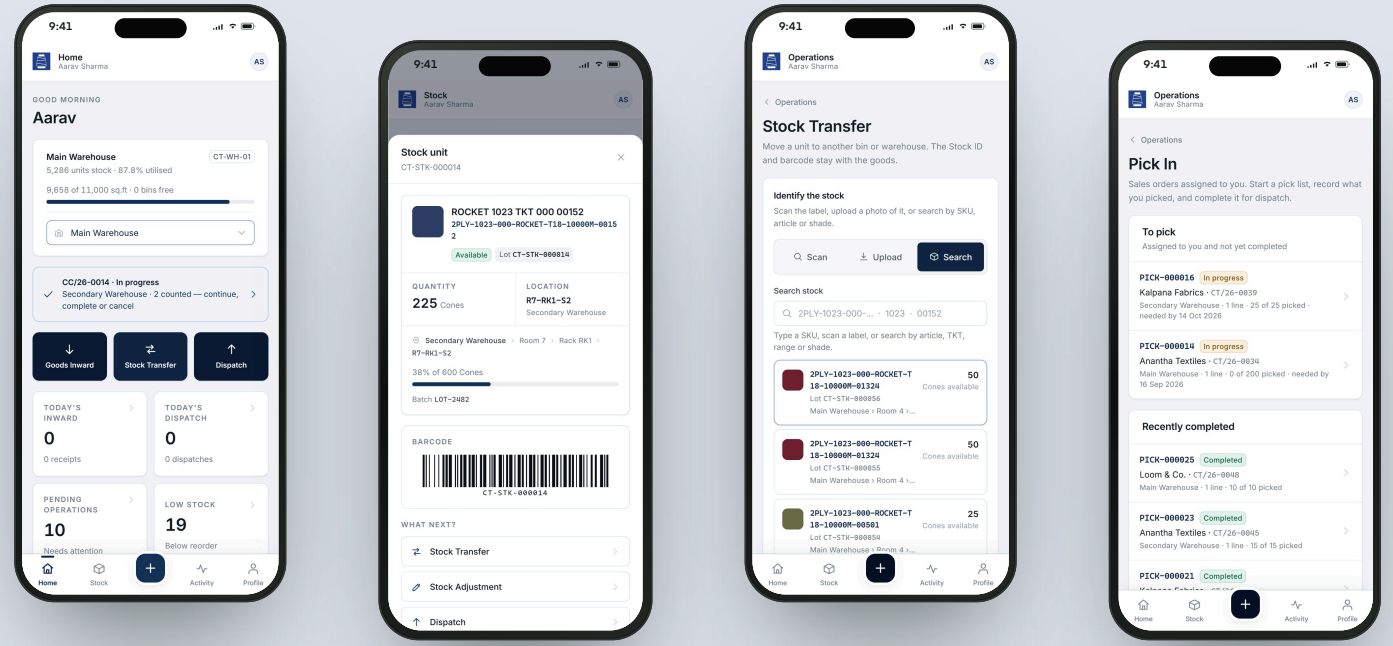
Works the floor, one-handed.

- Home with capacity and today's operations
- Inward, transfer, adjustment, count, pick and dispatch
- Scan or search any stock unit
- Personal activity history

RESPONSIVE EXPERIENCE

One hand on the phone. One on the stock.

Executives scan, confirm and move on — inward, transfer, count, pick and dispatch. Administrators plan and review from the desktop.



BUSINESS VALUE

What it changes for the business.

Find any lot, instantly

Scan a label to see what it is, where it is and what to do next.

Plan space with confidence

Utilisation and free capacity are visible before put-away.

Fewer errors on the floor

One identification flow for every operation; counts never change stock silently.

Real-time visibility

Stock and operations across both warehouses, as they happen.

> **“CRITA helped us replace a fragmented inventory process with a much more organised and efficient system. The application gave our team better visibility, reduced manual work, and made it easier to track inventory in real time.”**
>
> **Sreyash** · City Threads

TECHNOLOGY & DELIVERY

Next.js · React · PostgreSQL · Cloudflare Workers · Code 128 barcodes · Android app

- Camera scanning through the browser’s native barcode detector, with manual entry always available
- Bins are released only when stock reaches zero — enforced in one place
- Served from Cloudflare’s global edge network

PRODUCT DEMO

Request Demo →

A guided demo of the Administrator and Warehouse Executive views — abishek@crita.in

Demonstration environment with sample data.

07 — B2B MATERIAL-TRADING APP

Veloce Trade

Moved phone-and-paper material trades onto one app that tracks every truckload, from listing to payment.

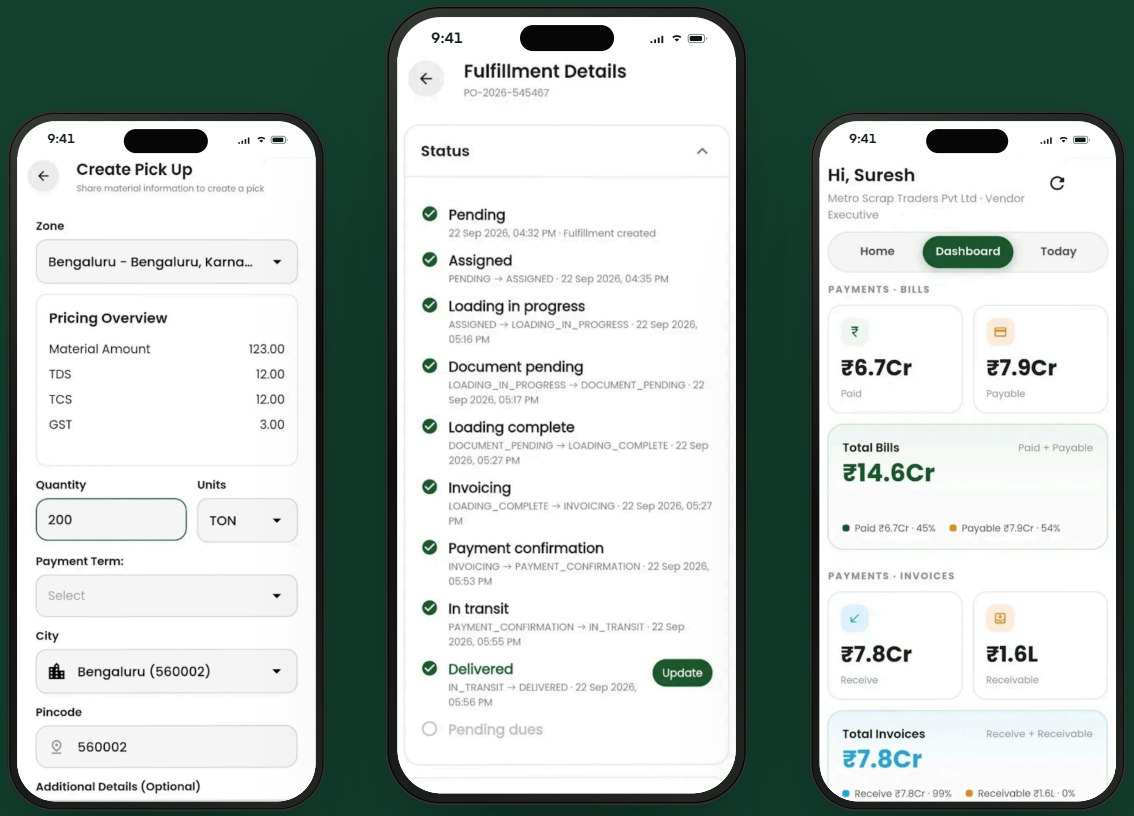
A mobile trading app for Veloce's network of material sellers, vendors and recyclers. Clients list material for pickup with its pricing; vendors raise purchase orders, send truckloads, assign drivers, labour and vehicles, upload documents and record payments — with every shipment tracked step by step.

CLIENT
Veloce

SECTOR
Scrap & recycling

PLATFORM
Mobile app

ROLES
Client • Vendor • Recycler



THE CHALLENGE

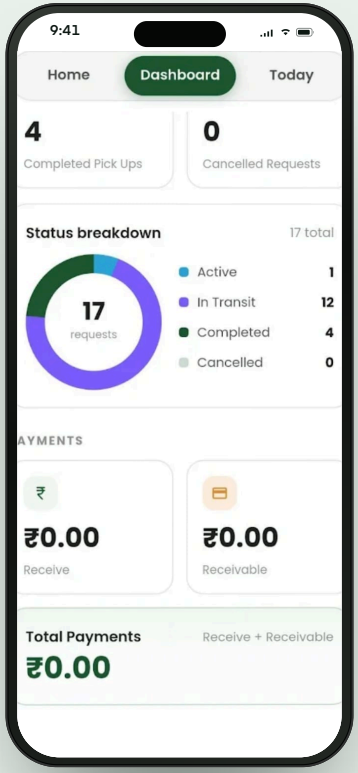
Trades run on calls, paperwork and trust.

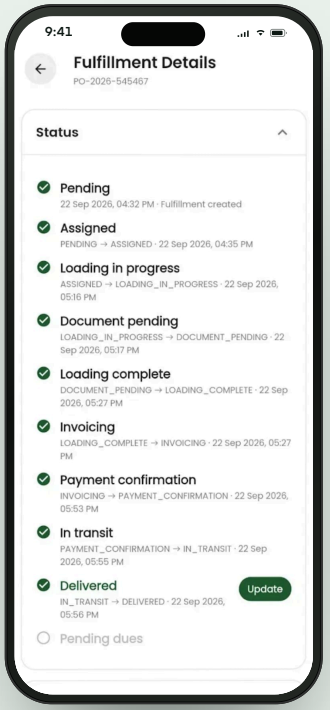
Buying and moving material between companies involves pricing, taxes, trucks, weighment slips, invoices and part payments. When that lives in phone calls and paper, nobody can see where a load is, which documents are missing or what is still owed.

WHAT WE BUILT

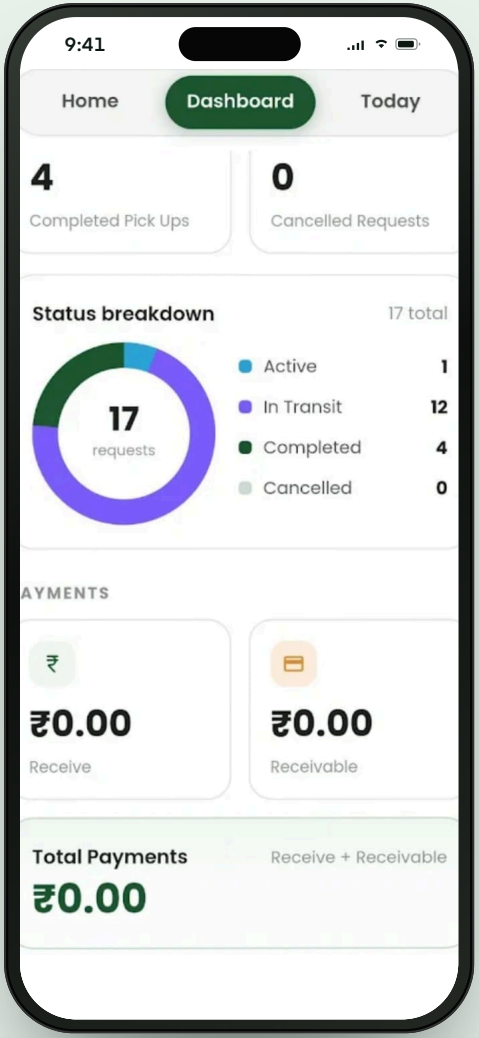
One app for every step of a trade.

Crita built Veloce Trade as a role-based mobile app. Verified companies list material with pricing that includes TDS, TCS and GST; buyers order against listings; and each fulfilment moves through assignment, loading, documents, invoicing, payment and transit — with the people, the vehicle and the proof attached at every step.





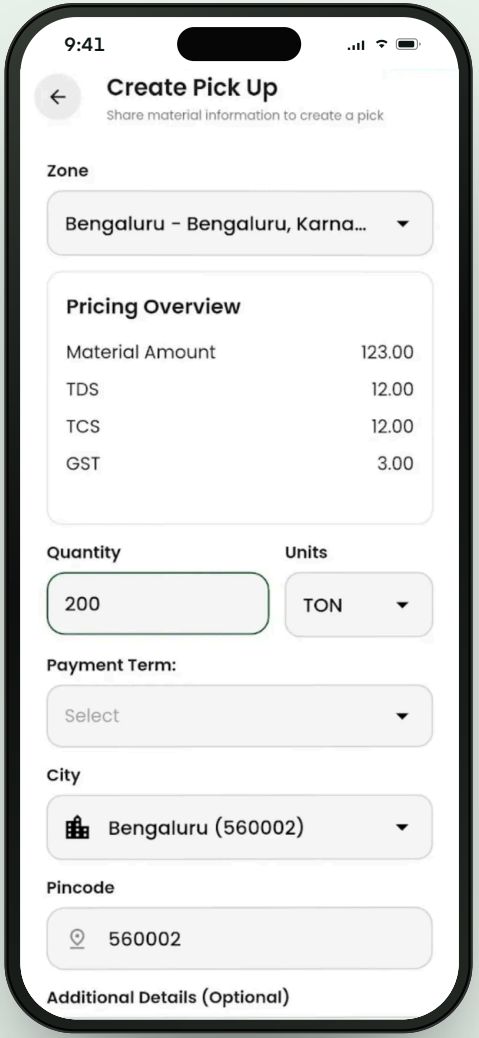
Inside Veloce Trade.



01

Pickups by status

Active, in-transit, completed and cancelled pickups, with payments alongside.

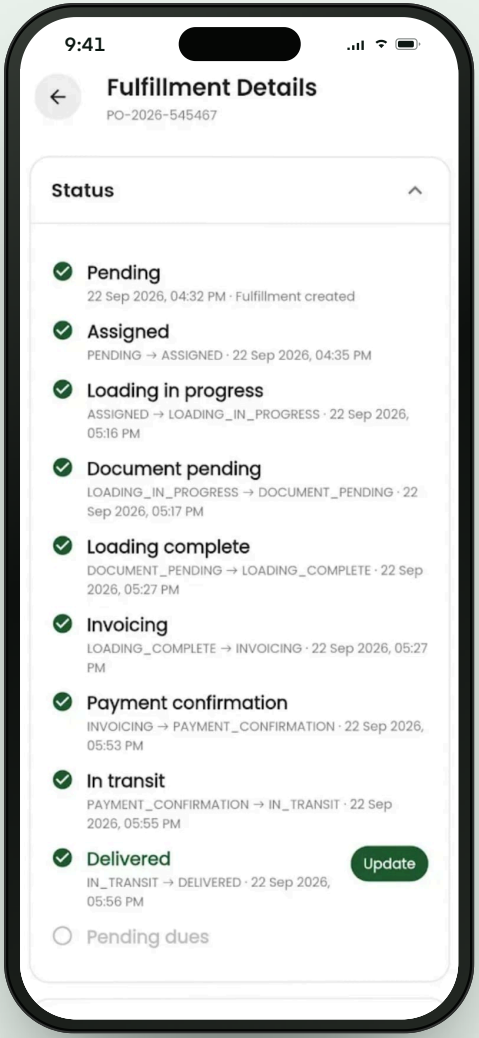


02

List material with its pricing

Zone, quantity, units and payment terms, with the taxes calculated up front.

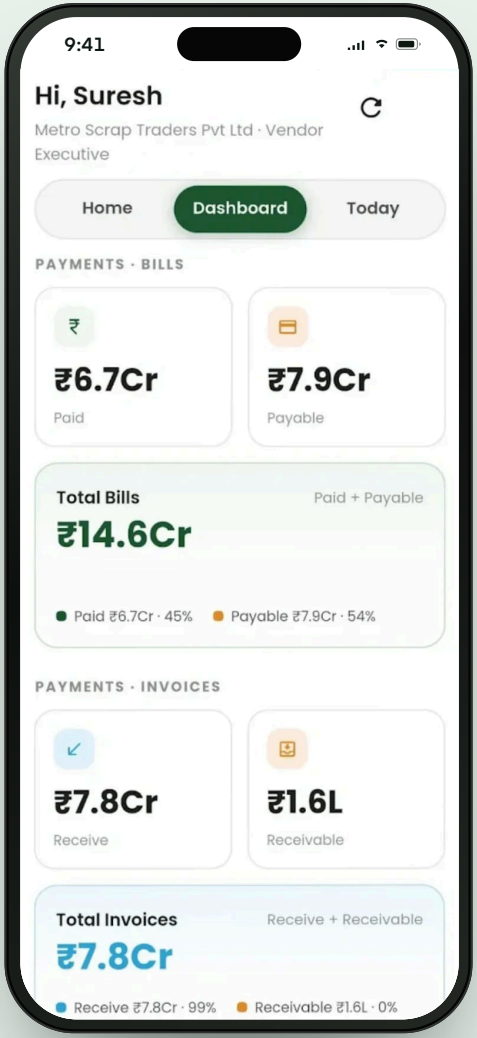
Inside Veloce Trade.



03

Every shipment, step by step

Assigned, loading, documents, invoicing, payment and transit — each step timestamped.



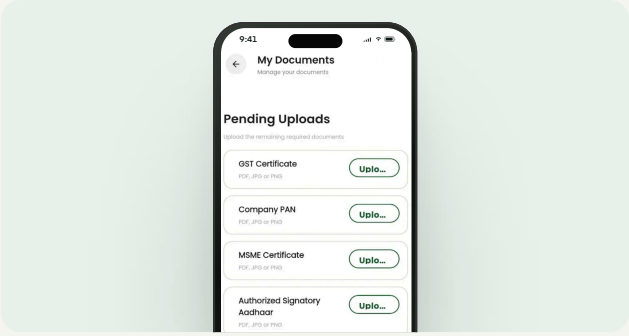
04

Money in and out

Paid, payable and receivable totals across bills and invoices.

KEY CAPABILITIES

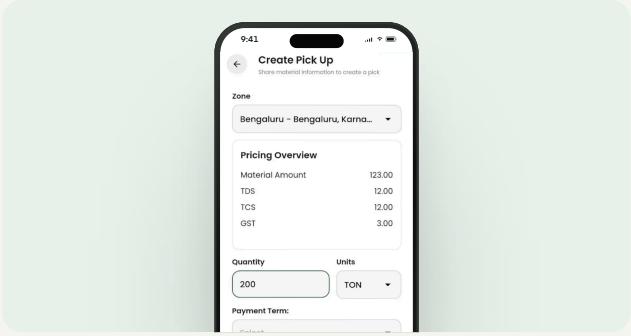
What Veloce Trade does.



01

Verified trading partners

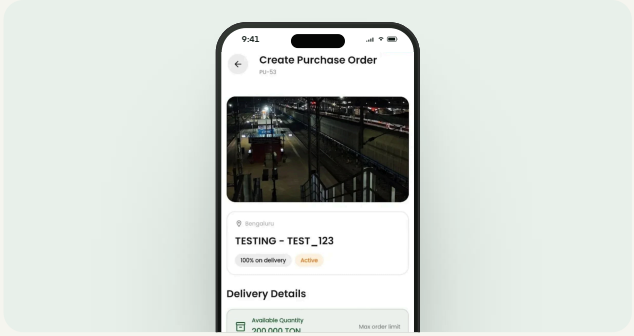
Companies join with GST, PAN, MSME, signatory and bank documents, checked before the account goes live.



02

Listings with pricing built in

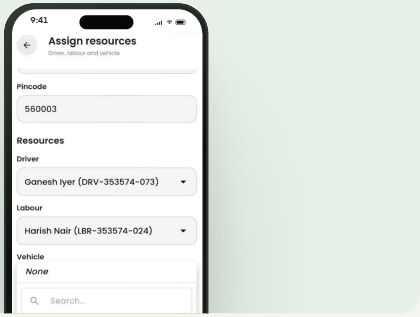
Material, zone, quantity and payment terms, with TDS, TCS and GST shown before the listing is created.



03

Purchase orders from listings

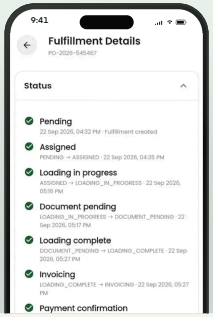
Buyers order against a listing, within its available quantity, and set the delivery details.



04

Trucks, drivers and labour

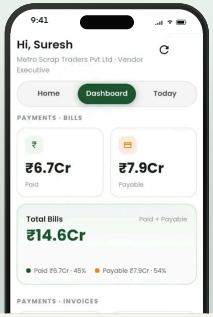
Each fulfilment gets its driver, labour and vehicle from the company's own resources.



05

Shipments tracked step by step

From assigned to delivered, with weighment slips and location-tagged vehicle photos at the stage that needs them.



06

Payables, receivables and instalments

Payments recorded with bank advice and receipts; dashboards show what is paid, payable and receivable.

ROLE-BASED EXPERIENCE

Built for every role.

MOBILE APP

Client Executive

Lists material and tracks pickups.

- Pickups with pricing and payment terms
- Pickup status, history and purchase orders
- Contracts and payments
- Company documents and profile

MOBILE APP

Vendor Executive

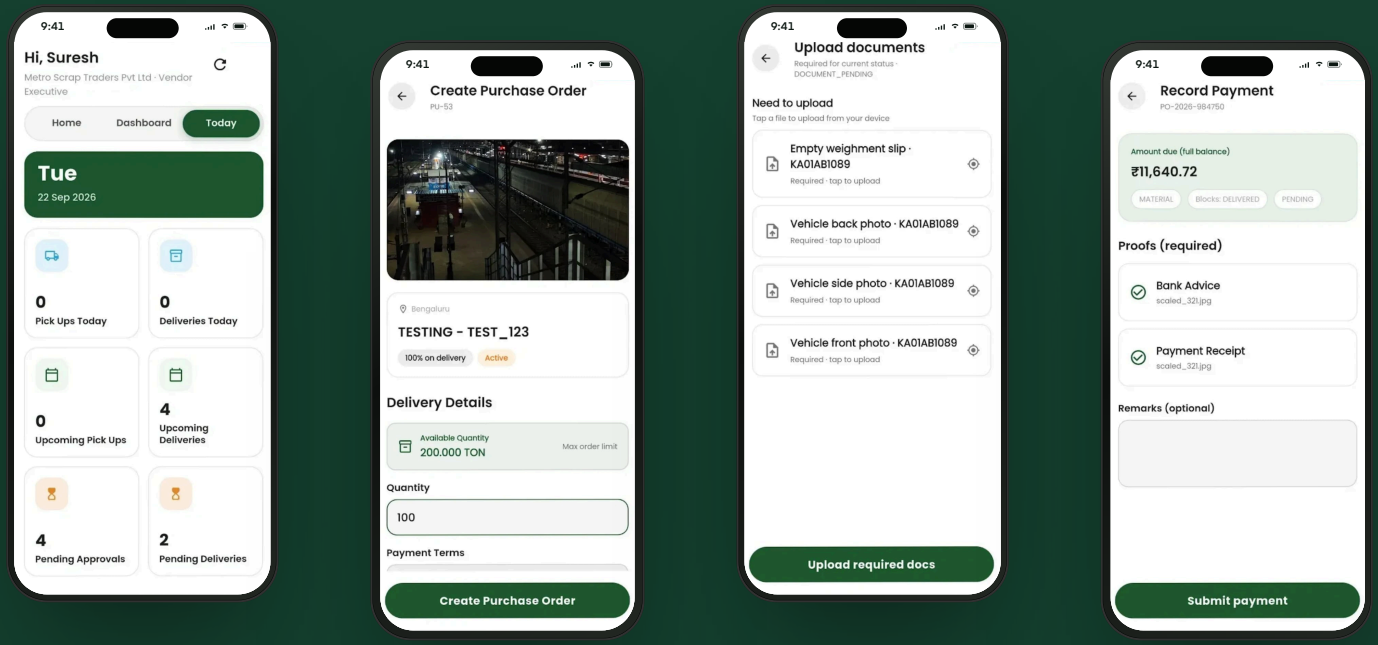
Buys, dispatches and settles.

- Purchase orders against listings
- Fulfilments with driver, labour and vehicle
- Documents at each shipment stage
- Payables, receivables and instalments

RESPONSIVE EXPERIENCE

Built for the people moving the material.

Every role works from a phone — listing, ordering, loading, documenting and paying, one clear step at a time. Recyclers use the same toolkit.



BUSINESS VALUE

What it changes for the business.

Every load visible

Each shipment's stage, people and vehicle are visible the moment they change.

Proof at every step

Weighment slips, photos, invoices and payment receipts sit on the shipment they belong to.

Pricing without surprises

Taxes and payment terms are shown before anything is listed or ordered.

A verified network

Companies trade only after their documents are checked.

TECHNOLOGY & DELIVERY

Mobile app · Role-based workspaces · OTP sign-up · KYC document checks · Location-tagged uploads · Instalment payments

- A ten-step shipment flow, with a timestamp on every change
- TDS, TCS and GST calculated before a listing is created
- Uploads that need a location are refused without one

PRODUCT DEMO

Request Demo →

A guided demo of the Client Executive, Vendor Executive and Recycler views — abishek@crita.in

Screens from Veloce Trade's user guide, with its demonstration accounts. The app is in production with Veloce.

08 — EXPENSE, APPROVAL & BUDGET PLATFORM

Expense Log

Replaced expense approvals lost in email and chat with tracked claims, budgets and reimbursements.

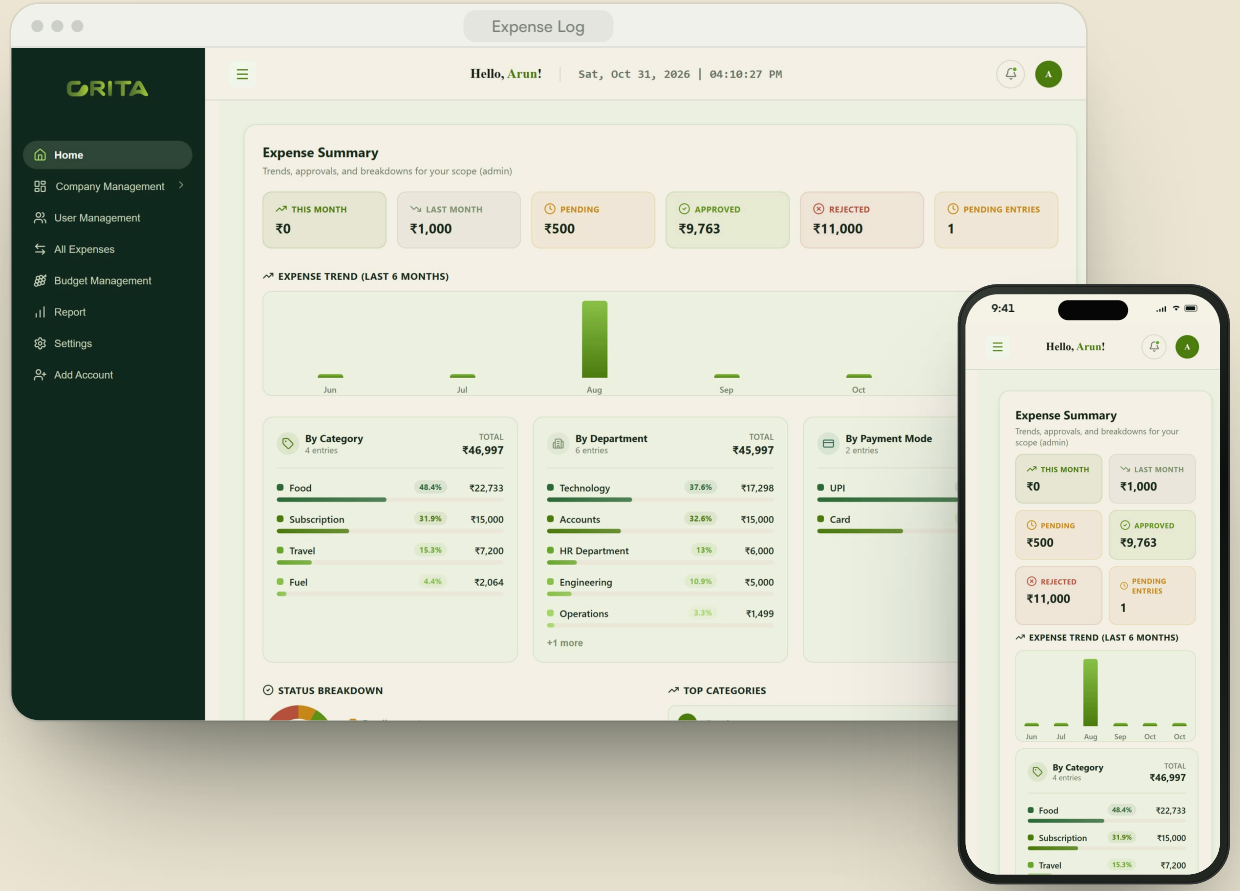
A multi-company expense platform: employees log claims, managers approve them for their department, finance reimburses, and administrators see spend by category, department and payment mode against each department's budget.

CLIENT
A Crita product

SECTOR
Finance & operations

PLATFORM
Web • Responsive

ROLES
Admin • Manager • Finance • Employee



THE CHALLENGE

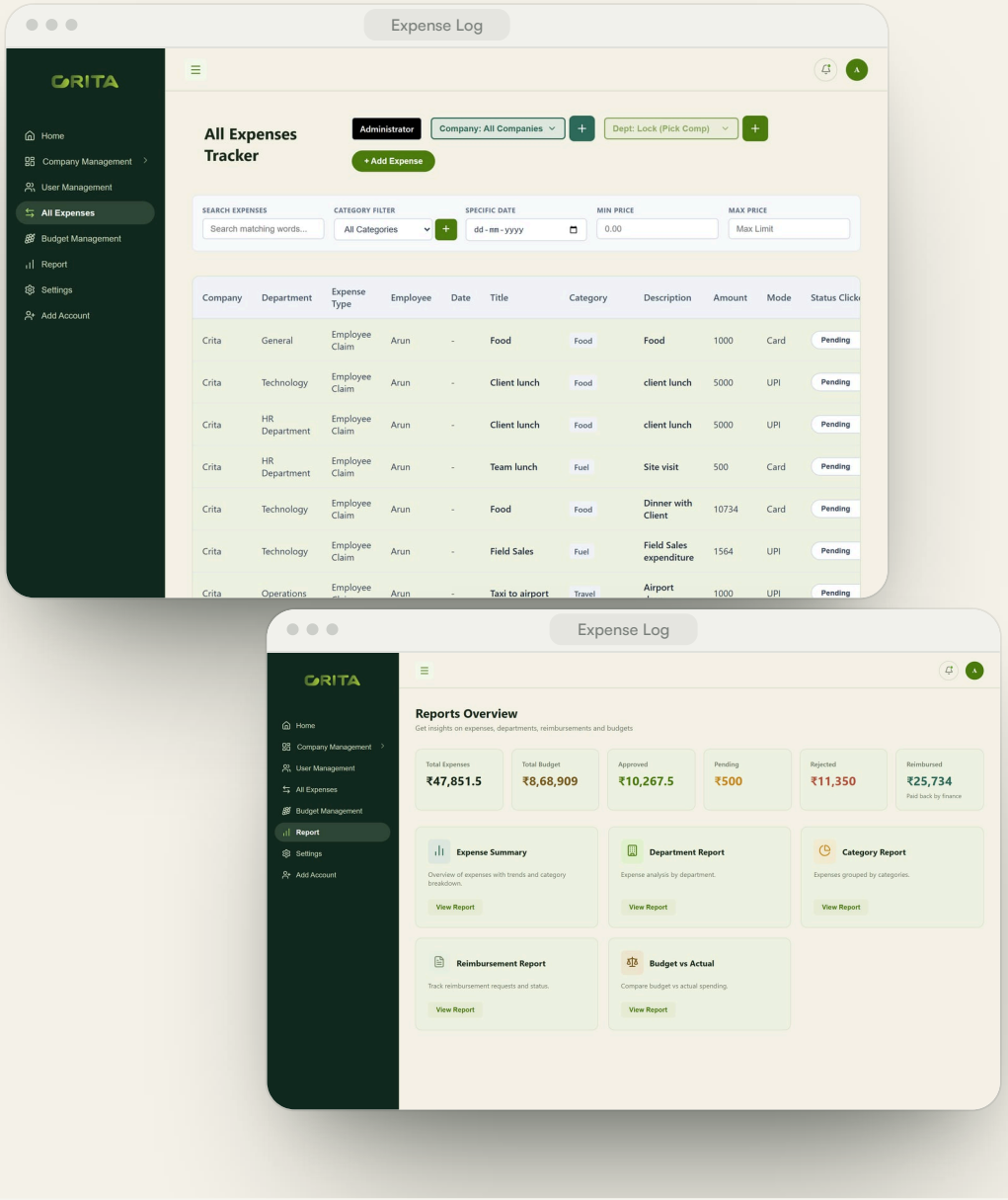
Receipts in inboxes, approvals in chats.

Expense claims usually travel by email and messaging apps. Approvals are hard to trace, reimbursements are tracked in spreadsheets, and nobody can compare a department's spending with its budget until the month is over.

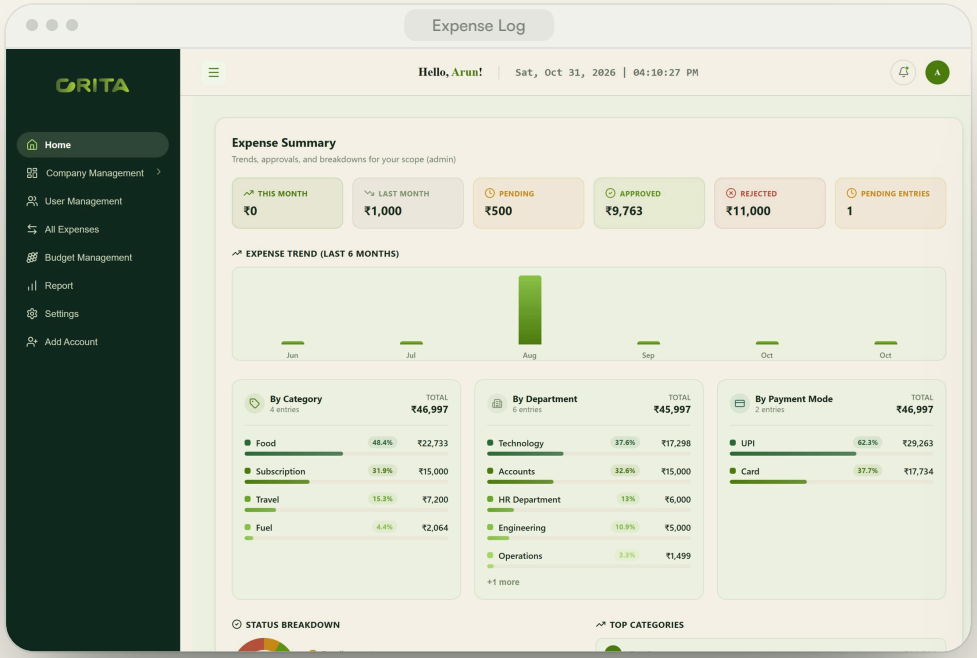
WHAT WE BUILT

One flow, from claim to reimbursement.

Crita built Expense Log around companies and roles. Claims carry their category, department and payment mode; managers approve or reject within their department; finance records reimbursements; and budgets are set per department and month, so reports compare spend with plan.



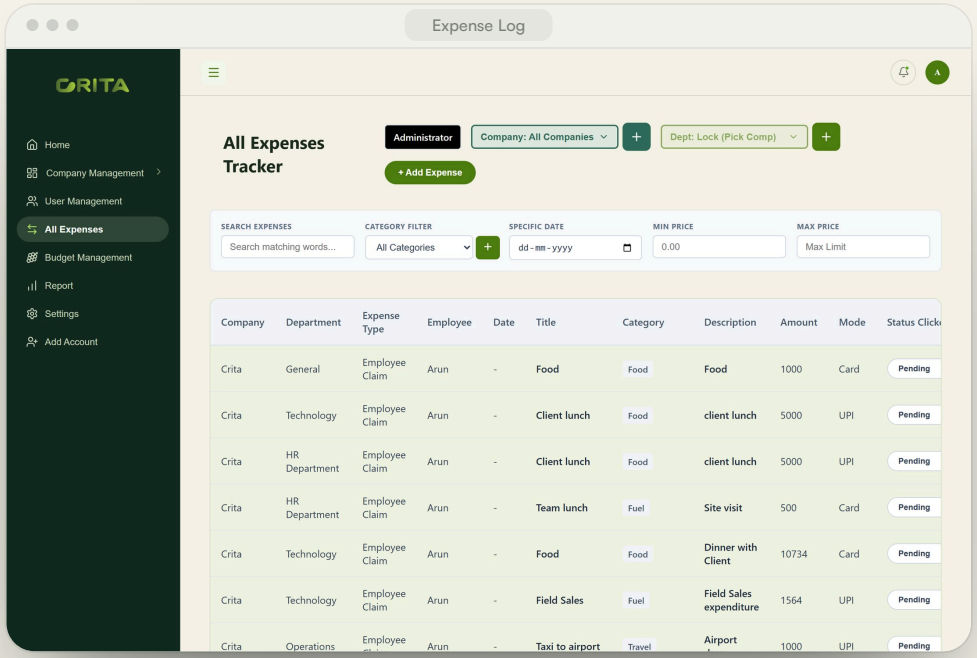
Inside Expense Log.



01

The month in one view

Totals by status, a six-month trend and the split by category, department and payment mode.

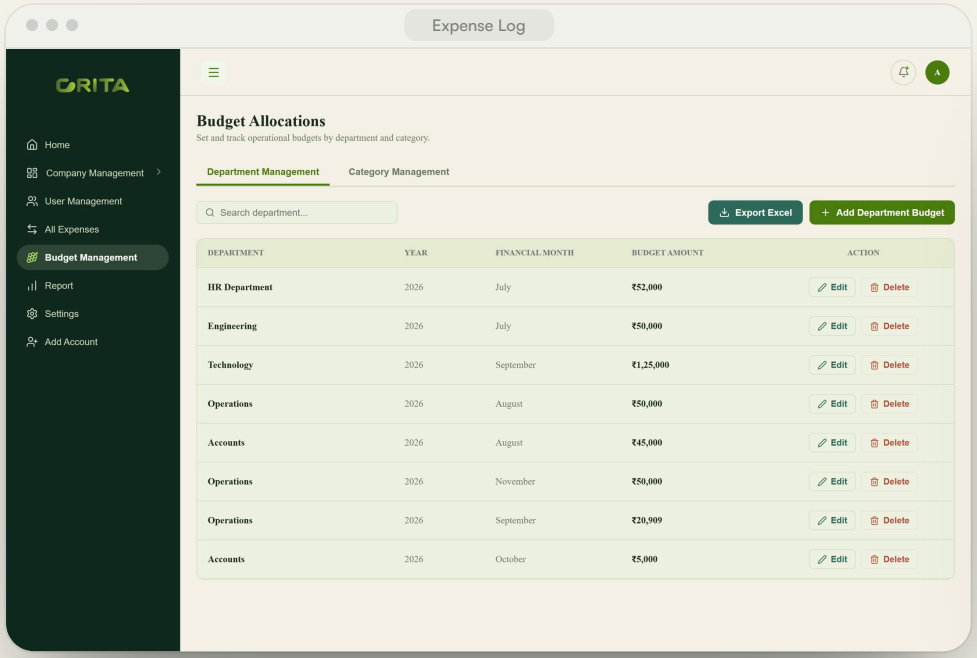


02

Every claim, traceable

Filter claims by company, department, category, date or amount, and see where each one stands.

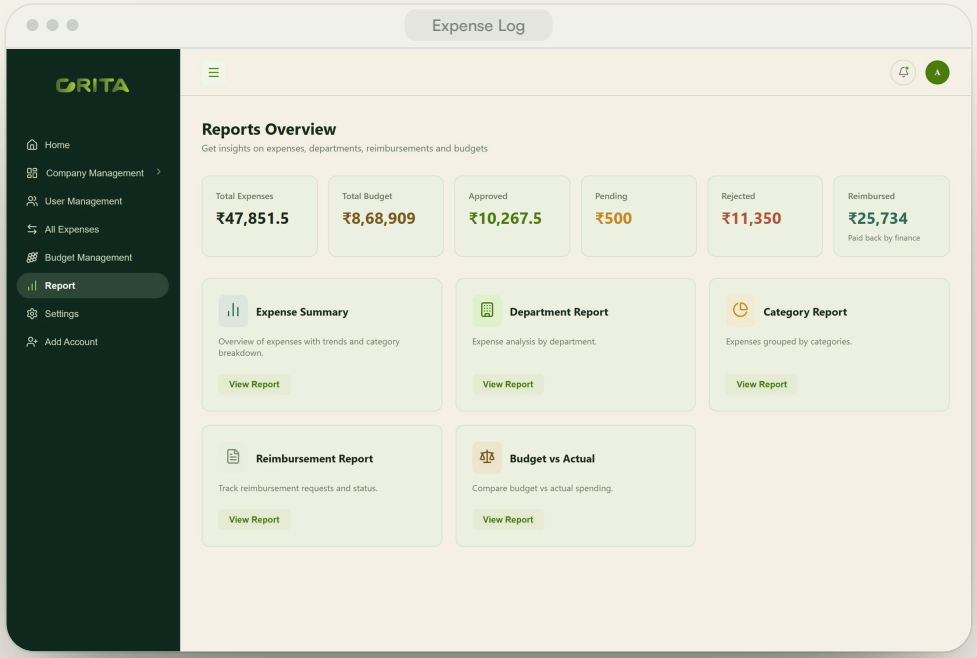
Inside Expense Log.



03

Budgets set in advance

Department budgets by financial month, ready for comparison with actual spend.



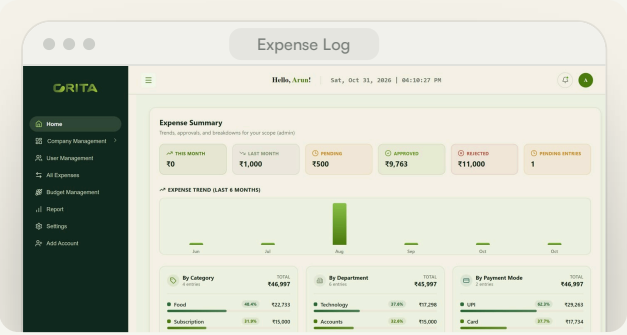
04

Reports for finance

Expenses, budgets, approvals, rejections and reimbursements, summarised and drillable.

KEY CAPABILITIES

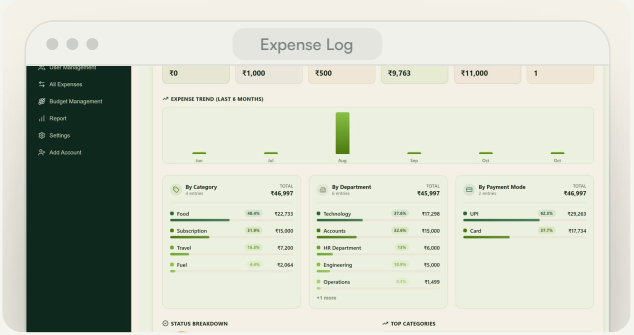
What Expense Log does.



01

Spend at a glance

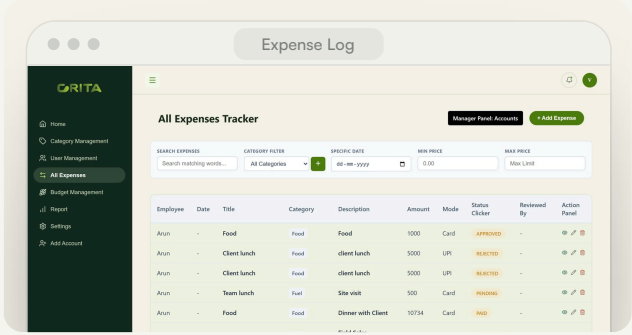
This month, last month, pending, approved and rejected totals, with a six-month trend.



02

Where the money goes

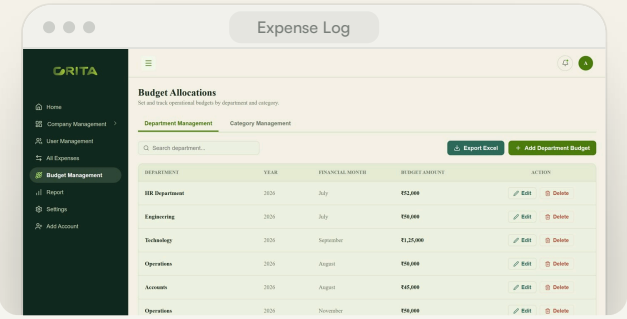
Spend by category, department and payment mode, with the status of every claim.



03

Claims with a status

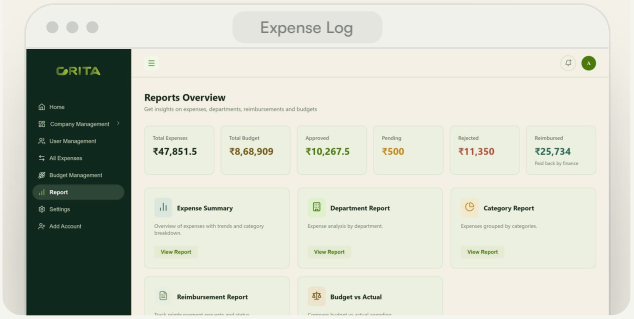
Every claim with its category, amount and mode — pending, approved, rejected or paid.



04

Budgets by department

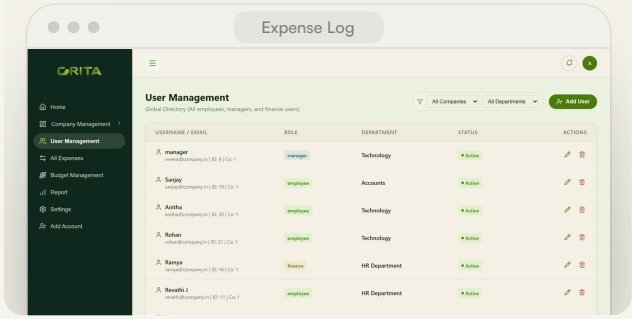
Monthly budgets per department and category, exportable to Excel.



05

Reports that answer questions

Expense summary, department, category, reimbursement and budget-versus-actual reports.



06

Companies, departments and roles

Several companies on one platform, each with departments and admin, manager, finance and employee users.

ROLE-BASED EXPERIENCE

Built for every role.

DESKTOP & MOBILE

Administrator

Sees every company and department.

- Spend summary, trends and breakdowns
- Companies, departments and users
- Budgets by department and category
- Reports across the business

DESKTOP

Manager

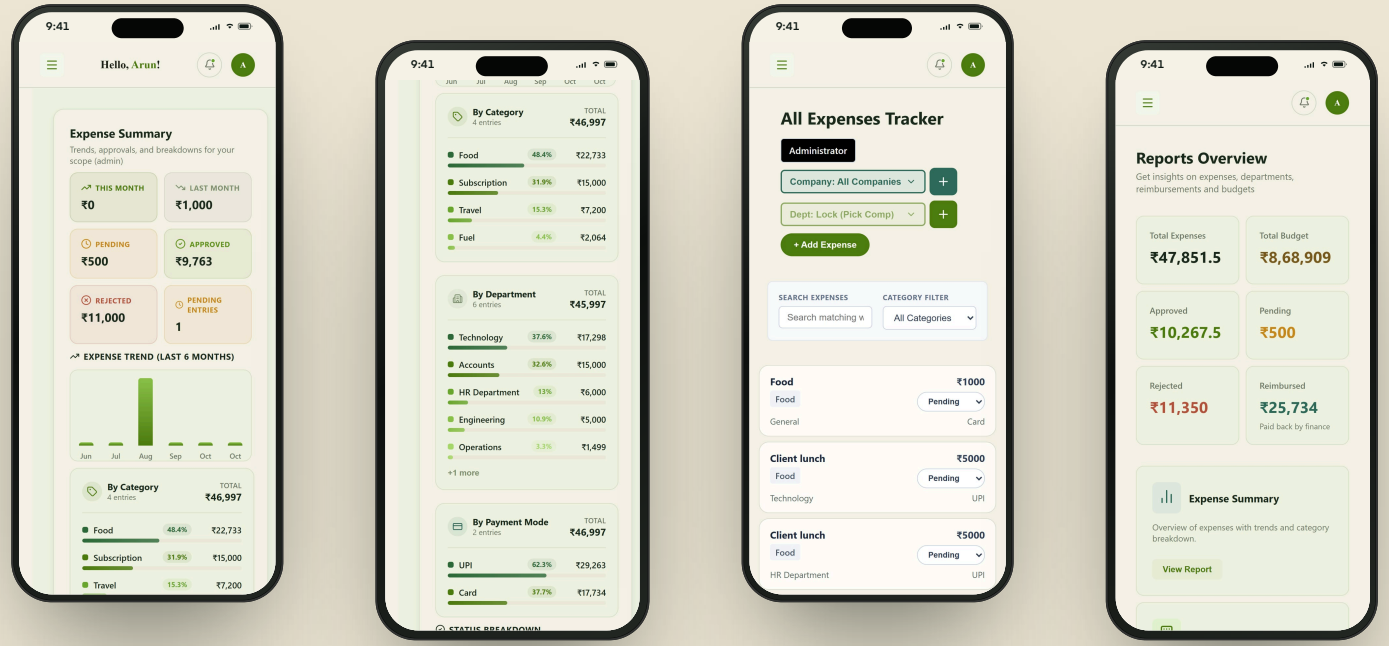
Approves for their department.

- Department expense tracker with status
- Approve or reject claims
- Expense categories
- Department budgets

RESPONSIVE EXPERIENCE

Claims and spend, on the go.

Summaries, trends and the expense tracker adapt to a phone, so approvals don't wait for a desk.



BUSINESS VALUE

What it changes for the business.

Faster approvals

Claims reach the right manager with what they need to decide.

Budgets that mean something

Spend is compared with each department's budget as it happens.

Clear reimbursements

Finance sees what is approved, paid back or still pending.

Ready for groups

Several companies run on one platform, each with its own departments and users.

TECHNOLOGY & DELIVERY

React · FastAPI · Python · JWT roles · Multi-company · Excel export

- Role-scoped data: managers see their department, administrators every company
- Hierarchical expense categories
- Department budgets by financial month, exportable to Excel

PRODUCT DEMO

Request Demo →

A guided demo of the Administrator and Manager views — abishek@crita.in

Shown with sample companies and test data; names and emails are anonymised.

09 — WEBSITE LEAD & DISCOVERY CRM

Lead Discovery CRM

Turned bare contact-form enquiries into scored, qualified leads with clear next steps.

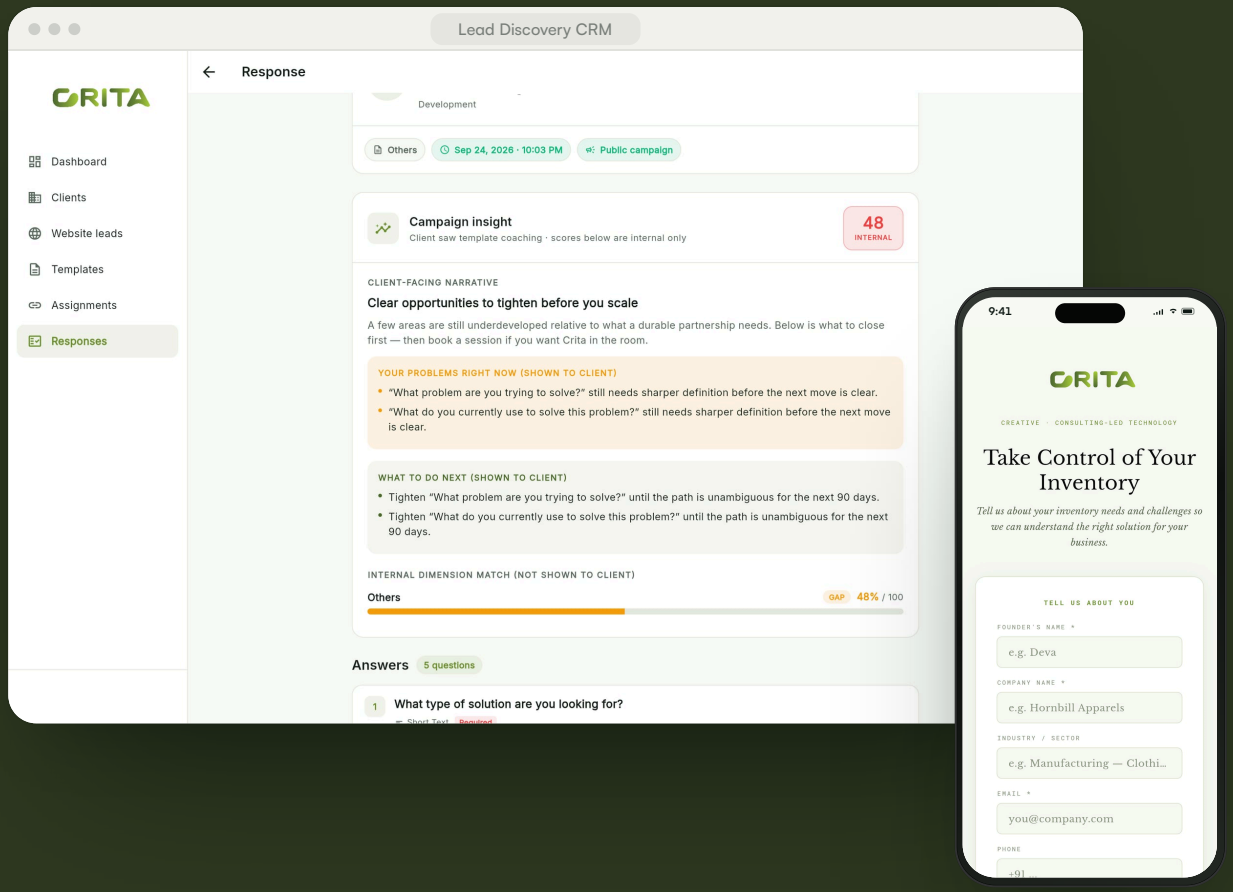
Crita's own lead engine: discovery questionnaires published on the website turn visitors into structured leads, every response gets a fit score and next-step coaching, and the team manages clients, questionnaires and responses in one CRM.

CLIENT
A Crita product

SECTOR
Sales & marketing

PLATFORM
Web • Responsive

ROLES
Crita team • Prospects



THE CHALLENGE

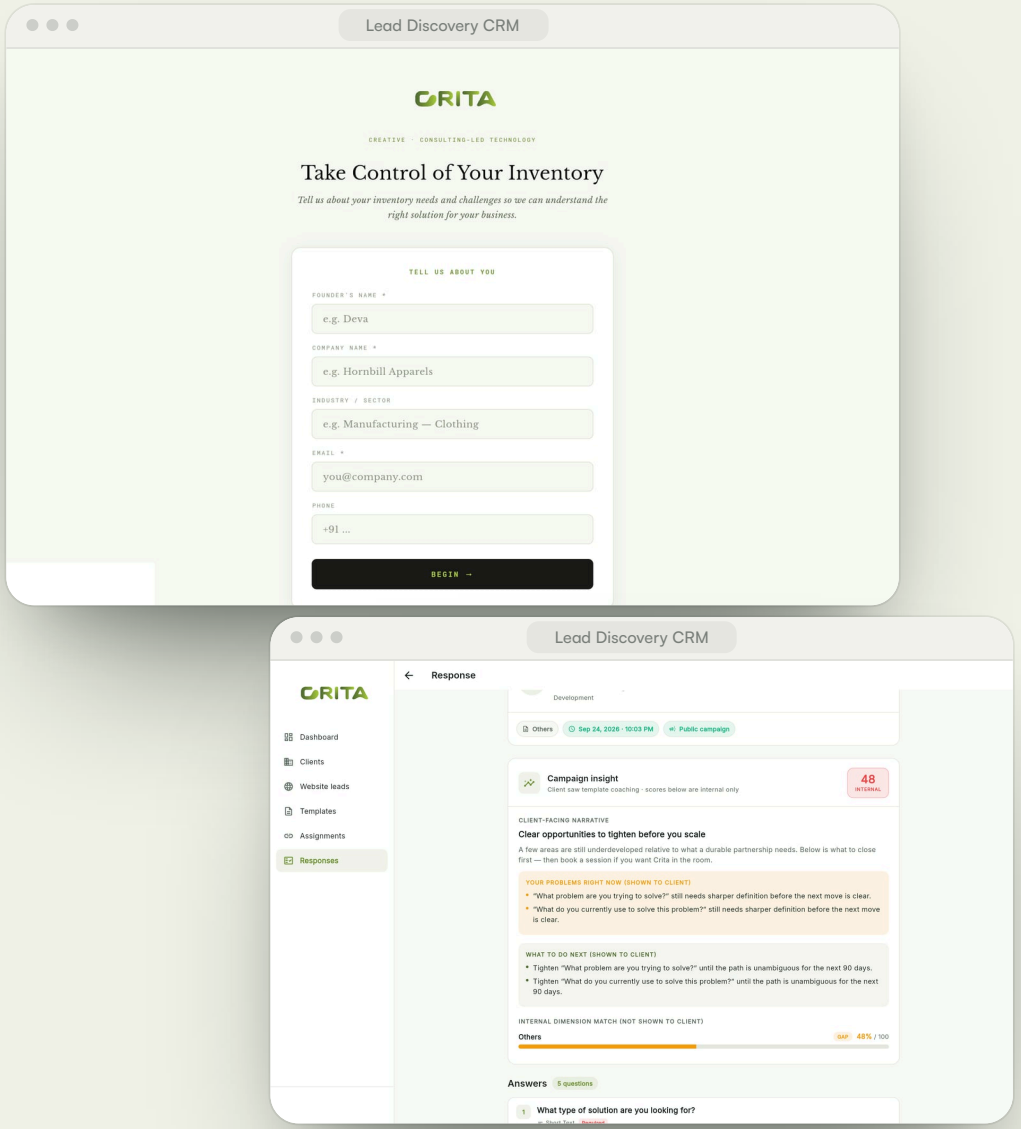
An enquiry is a name and a phone number.

A typical contact form says who got in touch, not what they need. Teams repeat the same questions before every first meeting and have no consistent way to judge which enquiries fit what they offer.

WHAT WE BUILT

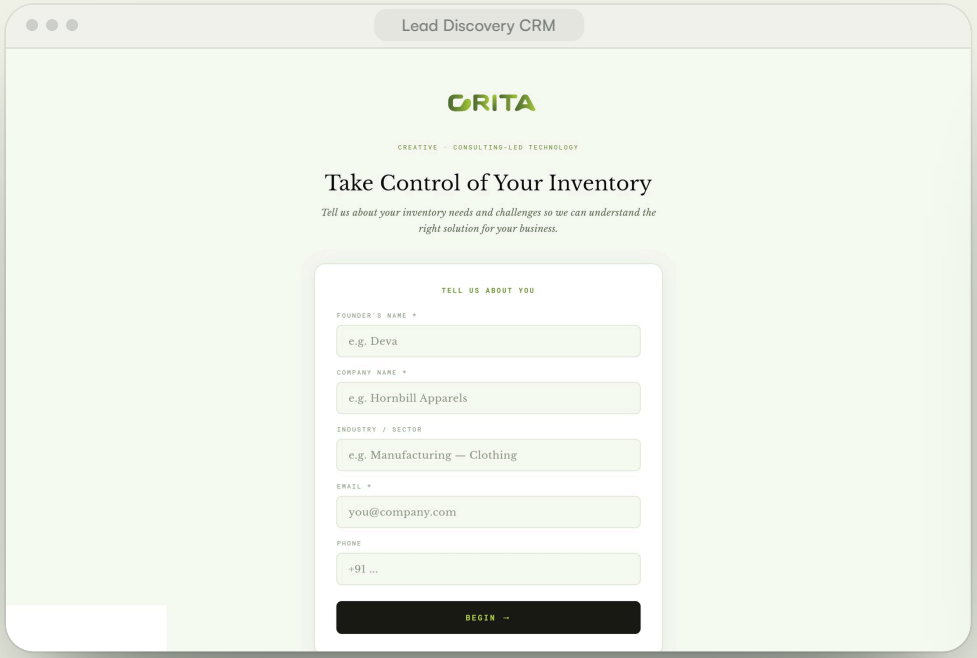
Discovery before the first call.

Crita built topic-based discovery questionnaires — branding, workflows and AI, business software, inventory, websites, retail and manufacturing — published on the website and sent as private links. Answers land in a CRM as leads with a fit score, the gaps still open and suggested next steps, beside clients, templates and assignments.



PRODUCT EXPERIENCE · 1 OF 2

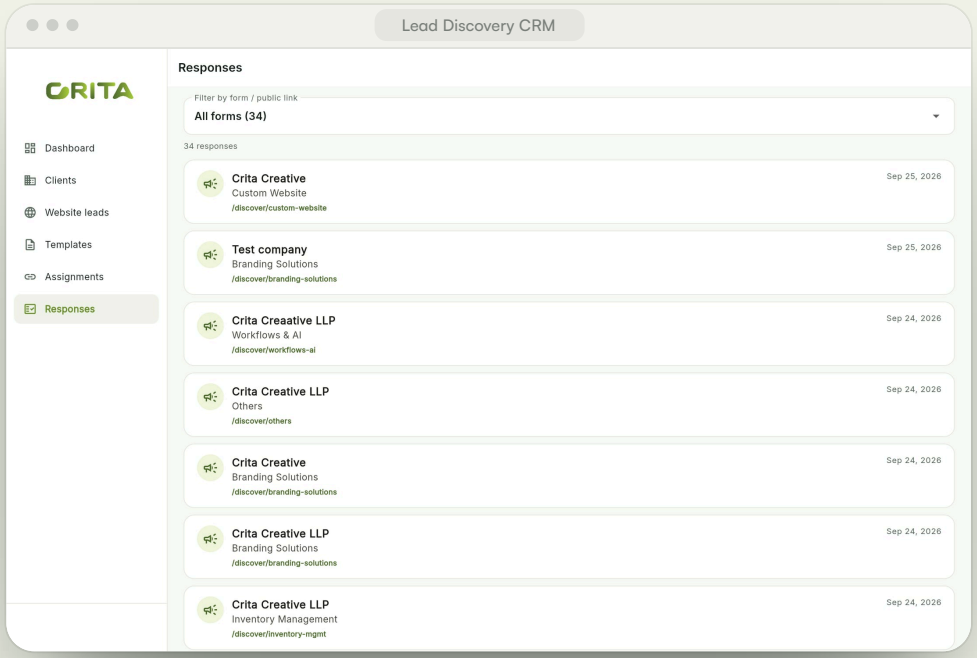
Inside Lead Discovery CRM.



01

The prospect's side

A short, focused questionnaire for each service, opened from the website or a private link.

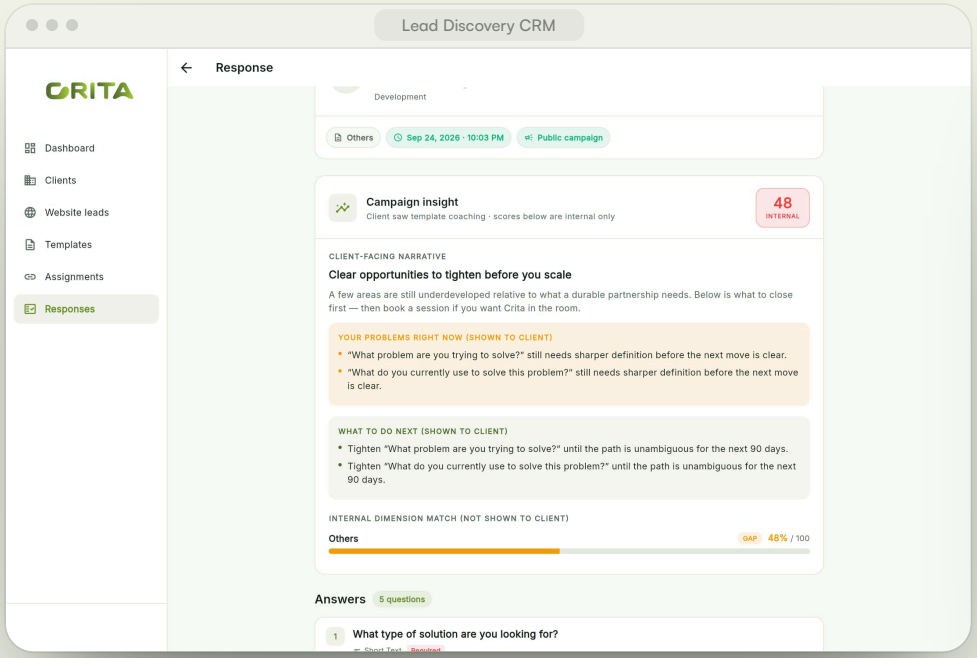


02

Every response, organised

Responses by questionnaire and source, newest first.

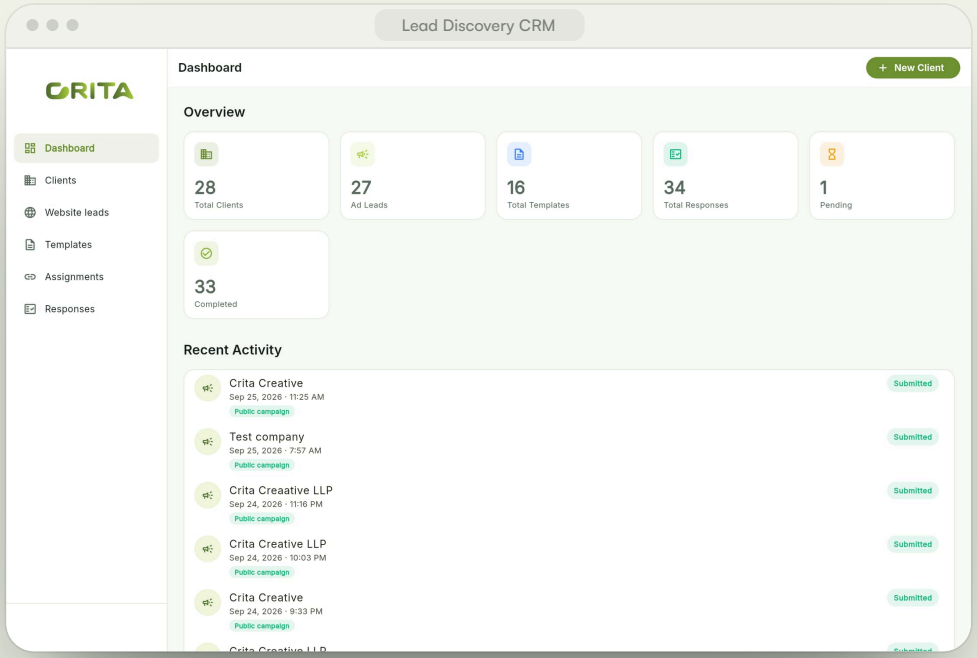
Inside Lead Discovery CRM.



03

Scored before the first call

A fit score, the open questions and next steps — with what the prospect sees marked clearly.



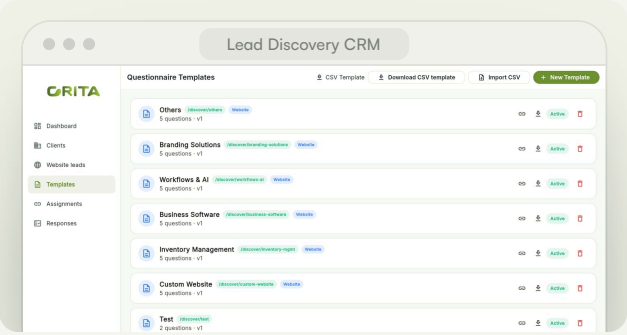
04

The funnel at a glance

Clients, website leads, templates and responses, with pending and completed counts.

KEY CAPABILITIES

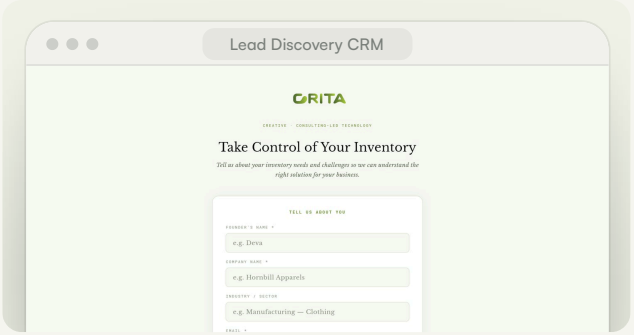
What Lead Discovery CRM does.



01

Topic questionnaires

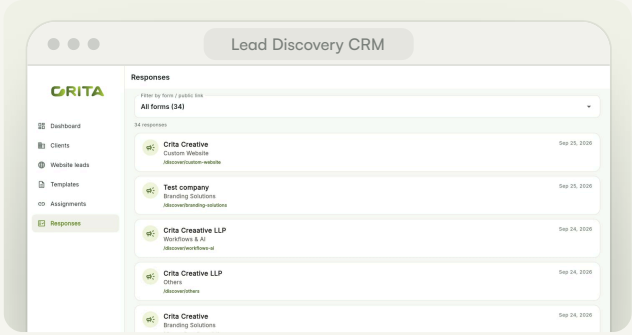
A library of discovery questionnaires by service, versioned, with CSV import and export.



02

Published on the website

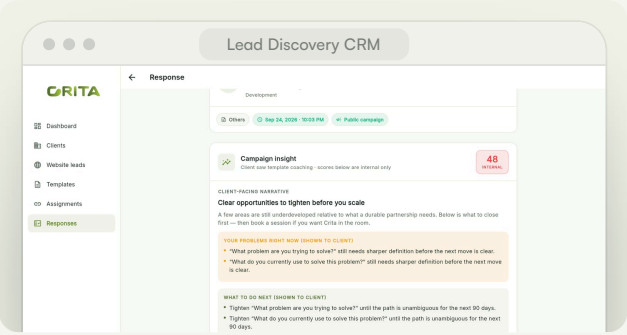
Each questionnaire has its own page on the website, ready for any visitor.



03

Responses in one place

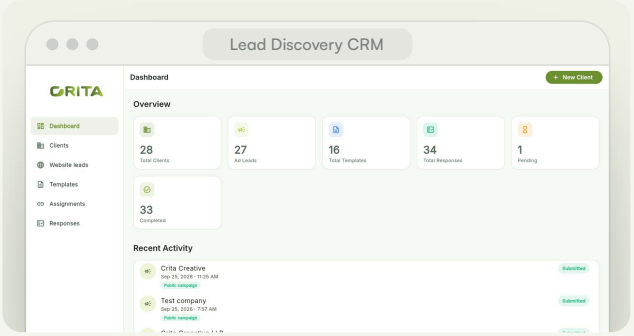
Every response with its topic, source and date, filterable by questionnaire.



04

Fit score and next steps

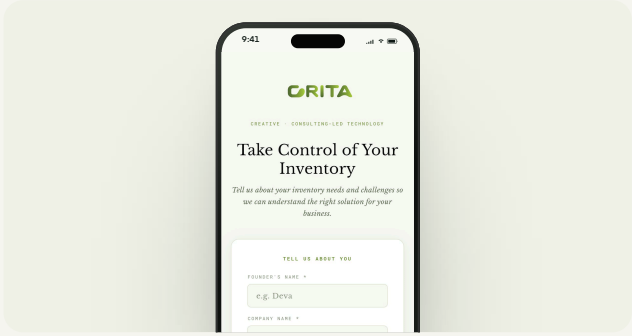
Each response is scored against its topic and turned into a summary of what is unclear and what to do next.



05

Clients and assignments

Clients, website leads and questionnaire assignments, tracked from pending to completed.



06

Made for phones

Questionnaires work on a phone, from the first field to the last answer.

ROLE-BASED EXPERIENCE

Built for every role.

WEB CRM

Crita team

Qualifies and follows up.

- Dashboard of clients, leads and responses
- Questionnaire templates and assignments
- Responses with fit score and next steps
- Clients and website leads

PHONE OR DESKTOP

Prospect

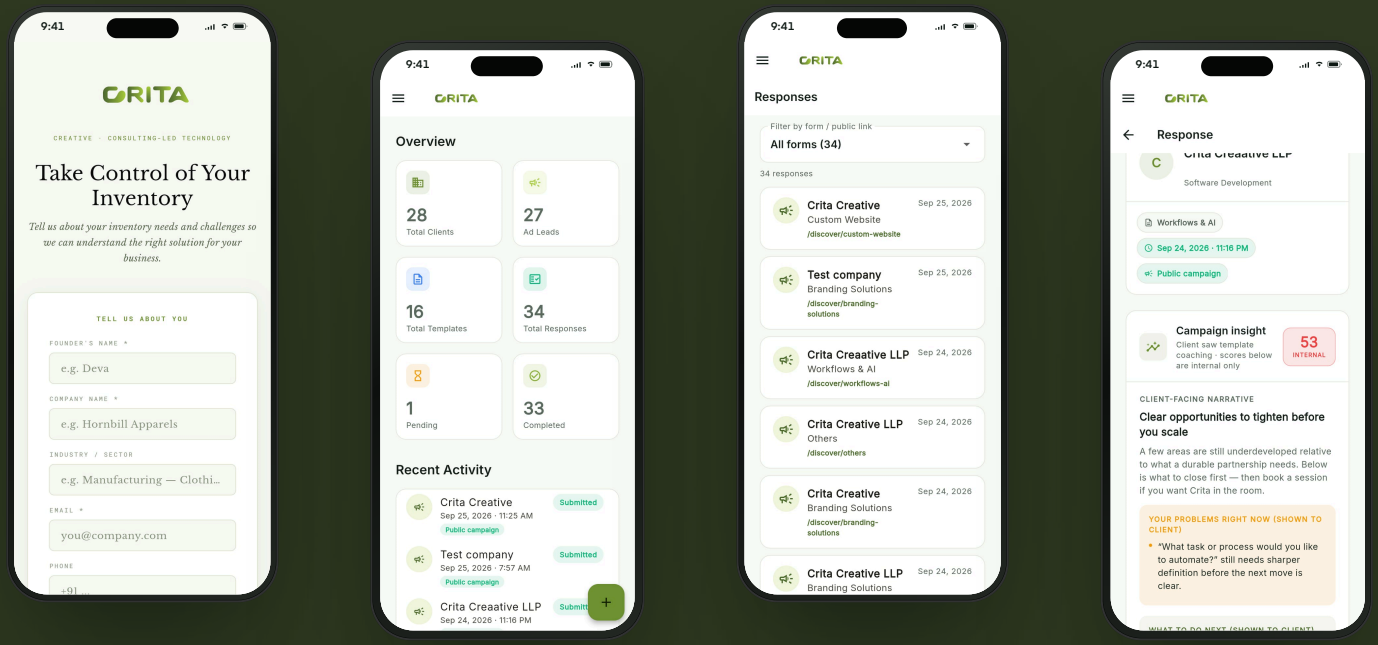
Answers a few focused questions.

- A questionnaire for the service they need
- No account needed
- Private links for invited clients
- A summary of next steps

RESPONSIVE EXPERIENCE

Discovery that works on a phone.

Prospects answer on whatever device found you; the team reviews scores and next steps from theirs.



BUSINESS VALUE

What it changes for the business.

Better first meetings

The team arrives knowing the prospect's goals, gaps and priorities.

Leads ranked by fit

Scores show which enquiries match what you offer.

One place for every enquiry

Website leads, invited clients and responses sit together.

Reusable discovery

Questionnaires are templates: versioned, exportable and easy to add.

TECHNOLOGY & DELIVERY

Flutter (web) · Firebase Authentication · Cloud Firestore · Firebase Hosting

- One codebase for the public questionnaires and the CRM
- Fit scores and next-step coaching from every response
- Questionnaires imported and exported as CSV

PRODUCT DEMO

Request Demo →

A guided demo of the Admin views — abishek@crita.in

Shown with Crita's internal test responses; contact details are hidden.

10 — TICKETING & SUPPORT PORTAL

Support Portal

Gave clients one place to raise issues and the team one queue to resolve them, every step on record.

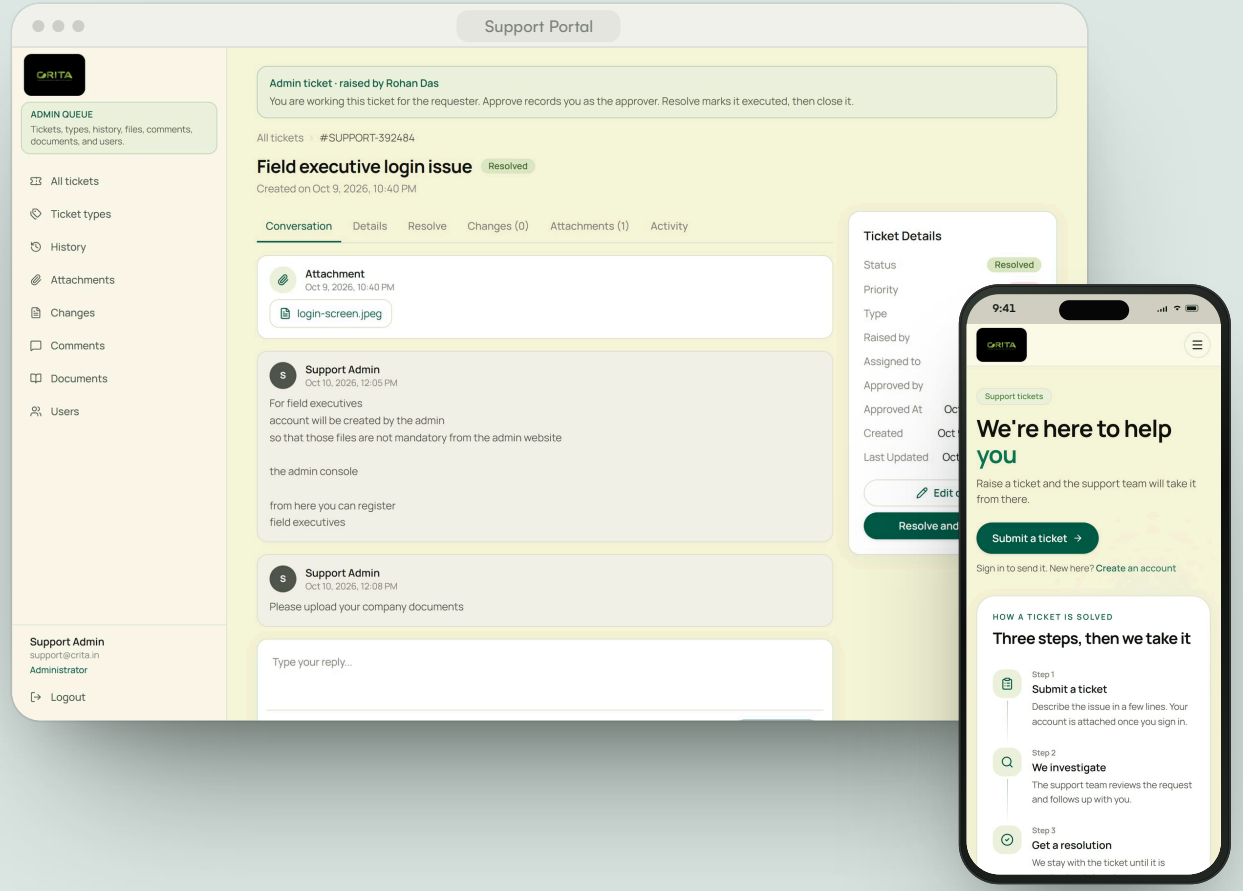
Crita's support desk for its clients: a help centre and knowledge base, a simple form to raise tickets with attachments, and an admin queue where each ticket is assigned, reviewed, approved, resolved and closed — with its full history.

CLIENT
A Crita product

SECTOR
Customer support

PLATFORM
Web • Responsive

ROLES
Requester • Administrator



THE CHALLENGE

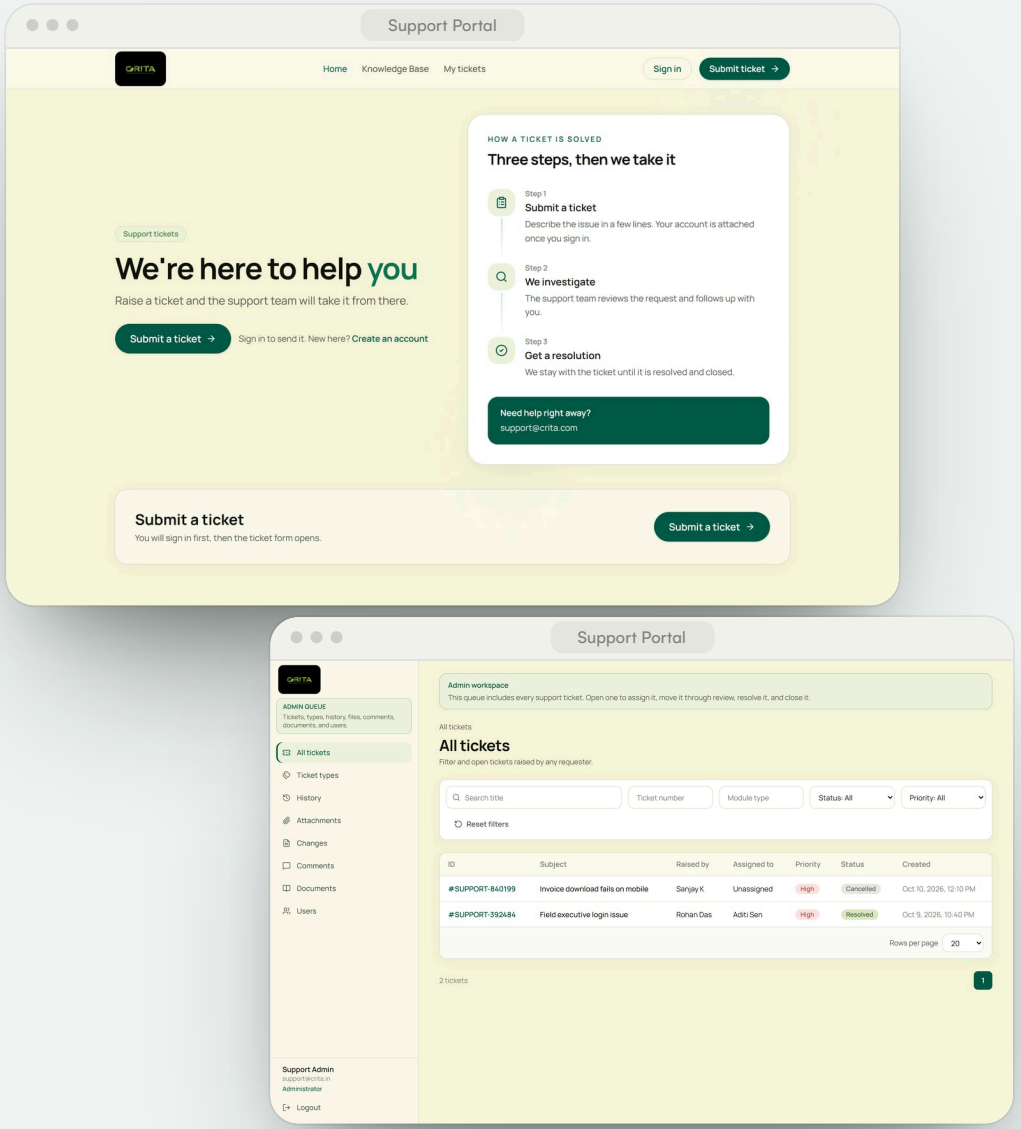
Support requests get lost in email.

When issues arrive by email and phone, nobody clearly owns them, clients can't see progress, and there is no record of who approved or changed what.

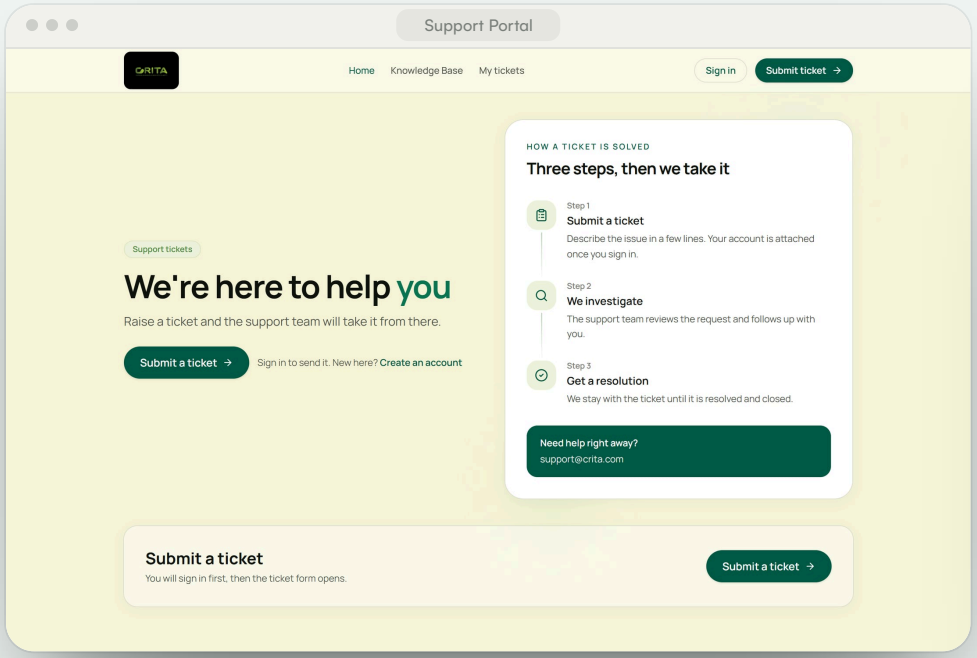
WHAT WE BUILT

One portal, for clients and the support team.

Crita built a portal with two sides. Requesters raise tickets by type and priority, attach files and follow their status. Administrators work one queue — assign, review, approve, resolve and close — reply to the requester or add internal notes, and every status change is recorded.



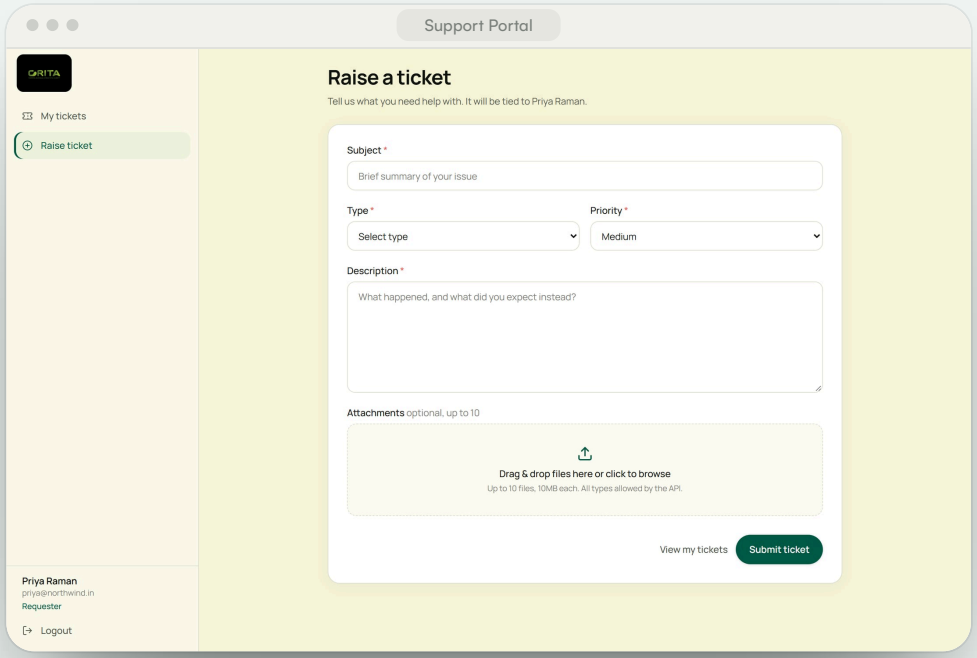
Inside Support Portal.



01

Help first

A public help centre explains how tickets are handled and links to the knowledge base.

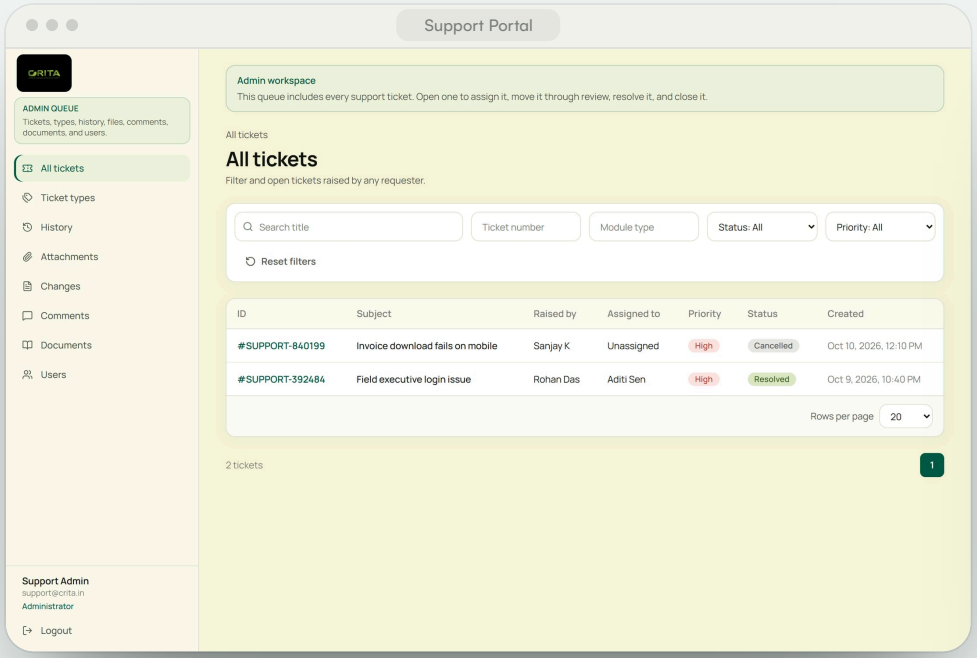


02

Raise a ticket

Type, priority, a description and attachments — tied to the requester's account.

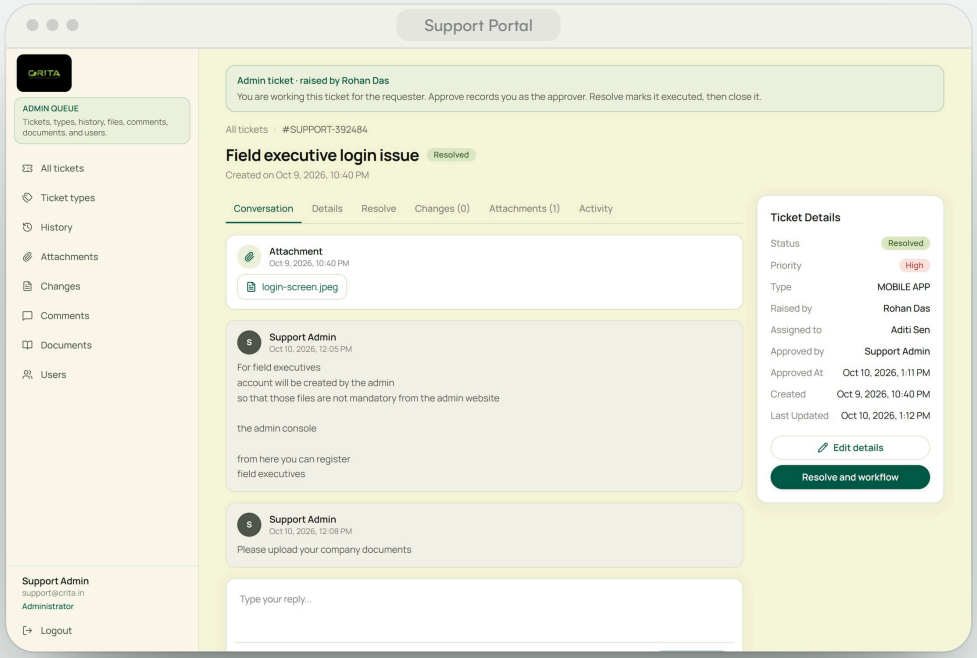
Inside Support Portal.



03

Work the queue

Every ticket, its requester, owner, priority and status in one filterable list.



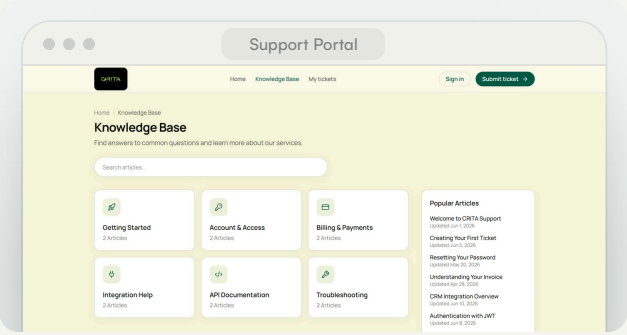
04

From review to closed

Conversation, details and the workflow on one screen, with the approver recorded.

KEY CAPABILITIES

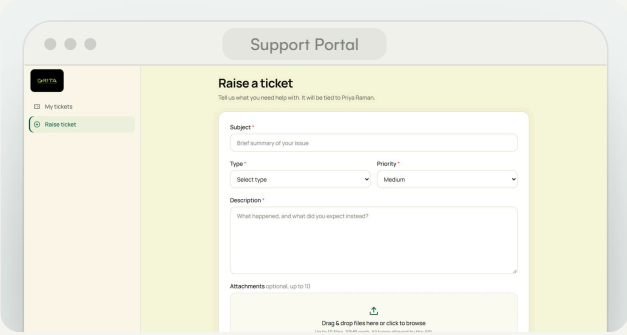
What Support Portal does.



01

Help centre and knowledge base

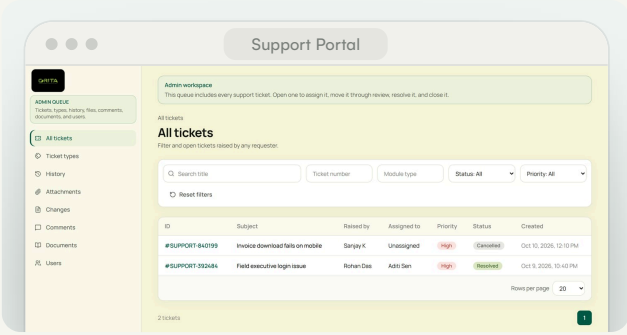
Answers by topic — getting started, accounts, billing, integrations, APIs and troubleshooting.



02

Tickets in a minute

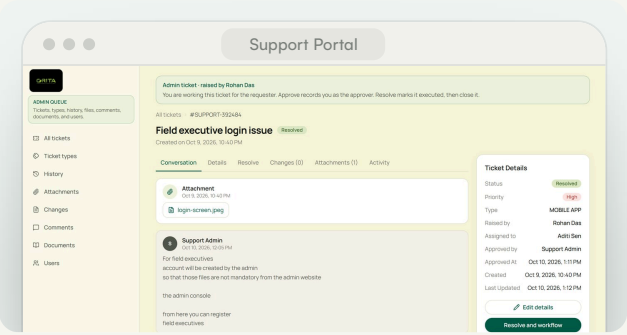
Subject, type, priority and description, with up to ten attachments.



03

One admin queue

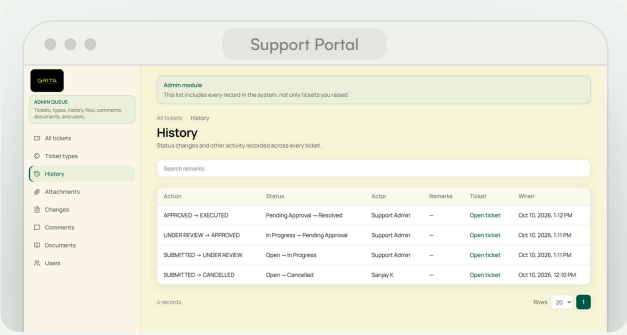
Every ticket with its requester, assignee, priority and status, filterable by each.



04

A workflow with approvals

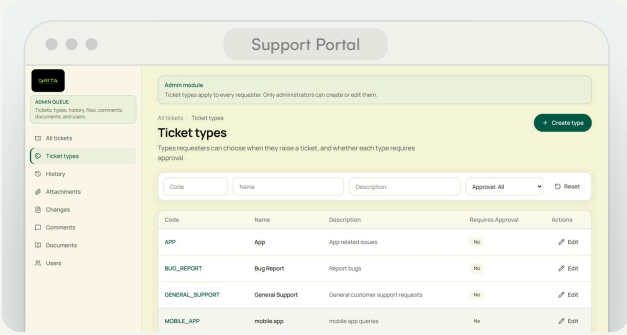
Review, approve, resolve and close — with replies to the requester and notes they never see.



05

Every change on record

Status changes with who made them and when, across every ticket.



06

Ticket types and rules

Ticket types set by administrators, each with or without an approval step.

ROLE-BASED EXPERIENCE

Built for every role.

DESKTOP & MOBILE

Requester

Raises and follows tickets.

- Help centre and knowledge base
- Tickets by type and priority
- Attachments with every ticket
- Status of their own tickets

DESKTOP

Administrator

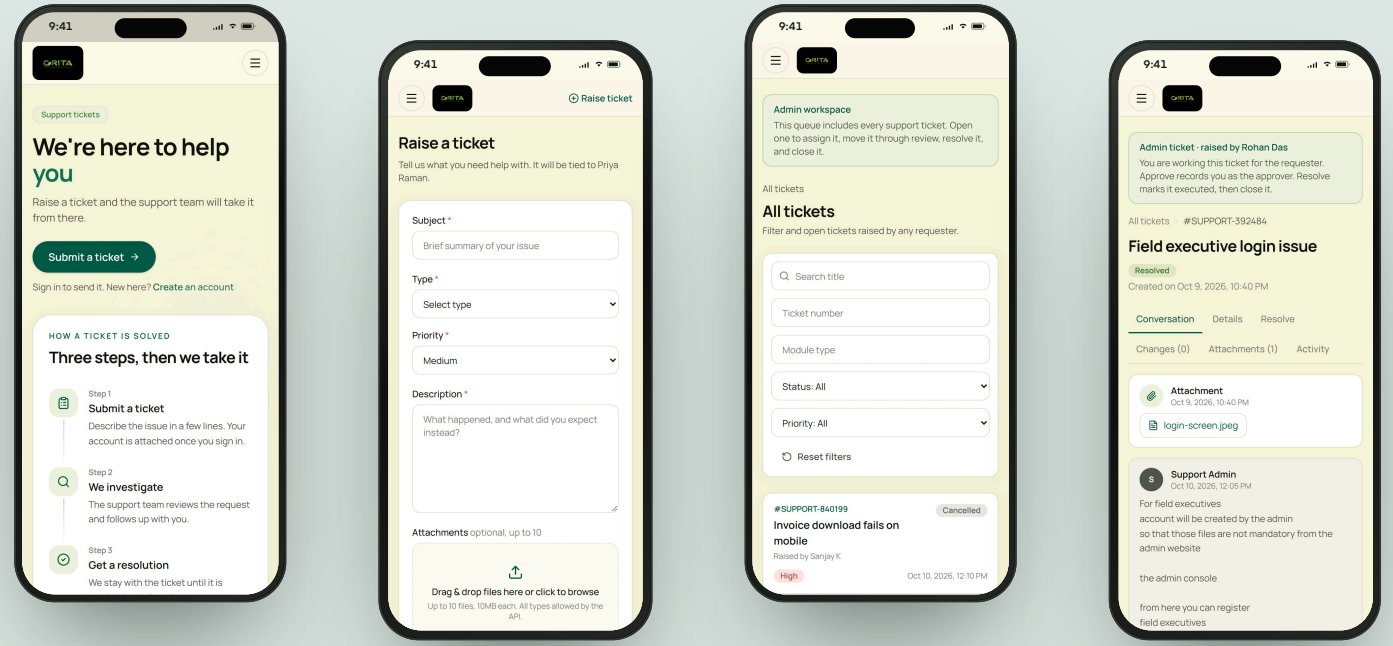
Works the whole queue.

- Queue of every ticket, with filters
- Assign, review, approve, resolve and close
- Replies and internal notes
- Ticket types, users and full history

RESPONSIVE EXPERIENCE

Support from any screen.

Clients raise and follow tickets from their phones; the support team can check the queue on the move.



BUSINESS VALUE

What it changes for the business.

Nothing falls through

Every request has an owner, a status and a history.

Clients stay informed

Requesters see their tickets and replies without chasing.

Approvals on record

Tickets that need sign-off record who approved them and when.

Answers before tickets

A knowledge base handles common questions first.

TECHNOLOGY & DELIVERY

React · NestJS API · Role-based access · Audit history · File attachments

- Requester and administrator portals on one codebase
- An approval step that can be switched on per ticket type
- Internal notes kept apart from replies to the requester

PRODUCT DEMO

Request Demo →

A guided demo of the Requester and Administrator views — abishek@crita.in

Development instance with test tickets; names and emails are anonymised.

START THE CONVERSATION

Let’s build something meaningful together.

Tell us where you’re stuck. We’ll reply within one business day with a clear point of view.

abishek@crita.in **www.crita.in**

HOW WE WORK — CLARITY, THEN CODE.

01 **Discover**
Map the operation, the constraints and the priorities that really decide how the business scales.

02 **Strategize**
Design the workflows, roles and architecture against outcomes — not feature lists.

03 **Build**
Ship a working system quickly, with automation and rules built in from day one.

04 **Scale**
Tune the system with real usage so it keeps up as the business grows.

CRITA

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