

## Quick Advisory Services -

### Multi Pronged Transformation- How we did this

## New Management : Highlights ( Part A) with Detailed Explanations in Part B

### A.. Highlights on we transformed the company at multiple levels as follows ;

*i.. We improved speed of execution by 100% with automation and new technologies .* When we joined the company in September of 2024 , it was digitising 1000 land maps each month . In May of 2025 , the company was digitising 1800-2000 land maps each month and we were internally targeting 3000 Maps to digitise each month in the next 2-3 months .

*ii. Recruited Subject Matter Experts for Project Execution and Reserch* :We recruited Phd and some project scientists to improve on the product execution and do Product Research

*iii. Set up the Marketing and Sales Division of the Company:* This division helped us save the Rs 32cr Order from Government Land Records Dept from being cancelled due to very serious delay in the delivery of the Digitised Maps.

*iv. Engaged with Government , our most important customers with Presentation and Updates* :We engaged with Government and land records dept to make sure that none of the contracts awarded to the company is cancelled .

*v. We conceived the idea to build the World First , Landamaster Ai Native Platform –*  
**Landmaster was India's First AI-Native Land Intelligence Engine**

LANDMASTER transforms land from static records to dynamic economic intelligence.

This is not GIS. This is land cognition — powering credit, infra, ESG, and policy decisions across India.

vi. We were now building the Global Advisory Board to bring in subject matter experts to help us build Landmaster Ai Native Platform :We planned to build one of the most powerful and knowledgeable Global Advisory Board.

vii. We Made Presentation to several Investors in India to raise more funds for building Landmaster the Ai Native Platform :

We also met several Ai investors in India to raise funds for building Landmaster Ai native platform

## **B.. Detailed note on how we ushered in disruptive transformation of the company :**

### **I.. Improved Speed of Execution of government orders by 100% with Automation and new technologies :**

*a.. We started by focusing on EXECUTION and Completion of the Pending Government Orders.*  
Currently these Government Orders were the main revenue generating pipes for the company

*b. We then hired a PhD in GIS ( Geographic Information Systems ) and 3 Project Scientists( with two out of three being from IIT Delhi )to help the company bring in automation and new technologies to expedite the process of digitisation of maps .* We first focused on digitisation of maps as we had a large Government Order to complete .

*c.Improved productivity of digitisation of maps by 100% :* With this new team we were able to improve productivity of digitisation of maps by 100% by May 2025

#### *d. 100% jump in speed of execution and delivery of Orders*

In September 2024 before we came in the company we were Digitising 100 Land Maps per month and by May 2025 with new technologies and Ai we were digitising 1500 Land Maps to 2000 Land Maps

*e. We built an Internal Product Execution Team and then Terminated Contracts of Low Quality Vendors :*We build internal product execution capabilities with skilled manpower and TERMINATED CONTRACTS with external vendors who did nothing except milk the company and only produced below passing grade work

f. We were instrumental in getting an Extension of the Rs 32 cr Order which was at the verge of cancelled due to Non Performance of by the existing promoters - We are also instrumental in the extension of the Order of Rs 32 cr awarded to this company , which was on the verge of cancellation .

With the new process of faster digitisation of maps which had been implemented in the company after we stepped in , we were able to convince the Land Records Ministry that we could now execute the remainder Land Maps within the new timeline mandated by the Land Records .

On the basis of the above automation and our new team the Government allowed to the extension to this Rs 32 Order which would have otherwise been cancelled

## **2. We built a very strong and effective Marketing and Sales Team :**

### **Marketing :**

a. Changed Name from Sree Mudranalaya Technology Pvt Ltd to Dr Earth Ai Technologies Pvt Ltd: We changed the name of the company from Sree Mudnaranalya Technology Pvt Ltd to Dr Earth Ai Technologies pvt ltd . The name Mudranalaya was a misnomer and only meant a printing company which we were not .

b. Why we changed name to Dr Earth Ai Technologies : We were a Geo Tech company in the GIS Industry and we were dealing and developing products with Ai and other disruptive technologies for solving land records and other problems . The name Dr Earth Ai Technologies aptly depicted the products we built and sold

c. New Website for all communication to all stakeholders and customers : After changing the name built a new website where we mentioned about the change of name and changes in the product offered to customers .

### **Sales :**

Mr Amit Mitra who had several years of marketing and sales experience was now heading the marketing and sales of the company . Infact , it was Mr Amit Mitra who had been part of the several meetings with our customers , the Government Land Records department , Canalising Agencies WEBEL and WTL ( WEBEL Technologies )to help the company get an **extention** on the order of Rs 32 cr which was on the verge of cancellation , when the company failed to deliver.

### **3. Research and Development :**

I personally travelled Bangalore , Delhi and Mumbai to meet few of the leading GIS and AI Experts

I personally have reached out to some of the world's leading Geo Tech companies like Bunting Labs (USA) , EMS – Engineering Maps Solutions (USA) and SCAN2CAD (UK) and Ai companies to understand how to integrate Ai and other technologies to improve the process of digitisation of land maps .

We have even engaged a firm in the USA who developed some parts of digitisation of Land Maps with Computer Vision .

I spend a lot of time understanding what is the future of the GIS industry and what are the products of tomorrow and how to build them with Ai .

### **4. We conceived the idea to build the World First , Landamaster Ai Native Platform –**

We became the first company in the world to build the Landmaster , Ai Native Platform which would be the most intelligent and powerful platform for land intelligence in the world

We are the first company in the world which worked on building the world's first AI-native Platform for land — powering governance, REITs, climate intelligence, and lending across India's \$3.5 trillion land market.

With Our AI/satellite platform and our 20 years of parcel-level data, we planned to build the canonical model of land intelligence for the global south."

### **5 Why was out Landmaster Ai Native Platform the most disruptive platform in the world :**

About Landmaster Ai Native : The world's most powerful platform which we were now building

\*\*( Detailed Business Plan in annexure )

### **What is Landmaster Ai Native Platofrm**

#### **i.India's First AI-Native Land Intelligence Engine**

LANDMASTER transforms land from static records to dynamic economic intelligence.

This is not GIS. This is land cognition — powering credit, infra, ESG, and policy decisions across India.

#### **ii.The Problem & Opportunity**

- \$3.5T land economy is opaque, underused, and fragmented.
- Govt has digitised 700+ districts, but insights and economic activation are missing.
- No intelligence engine connects land data to credit, zoning, REITs, or climate.
- The real opportunity: AI-led monetisation of land assets for private and public use.

#### **iii. LANDMASTER: What We Plan to Do**

- Adds an AI layer on top of digitised land records & maps.
- Predicts land value, use potential, legal risk, ESG score, and encroachment.
- Provides APIs, analytics, and smart contracts for land-based products.
- Turns land into a programmable economic asset.

#### **iv.Products & Use Cases**

- Smart zoning, land use & buildability score

- Parcel-level credit scoring & agri risk maps
- Tokenisation and rent-linked instruments
- Land intelligence for REITs, PSUs, infra & housing
- AI heatmaps for government and banks

#### **v.Monetisation Model**

- SaaS/Platform subscription for land APIs
- Token-as-a-service (white label for REITs/infra)
- Land intelligence sales to PSUs, builders, banks
- ESG-linked data monetisation (carbon credits, land use, compliance)

**\*\*Annexure – Business Plan for Landmaster Ai Native Platform**

### **6. Building up of the Global Advisory Board :**

We worked very hard on building of the most powerful and most knowledgeable advisory board by inviting Subject Matter Experts from all over the world to help us in building the world's LANDMASTER on a AI NATIVE PLATFORM .

We invited persons from Stanford Research University , Experts in Ai and Computer Vision from East Coast USA , Computer Vision experts from Bangalore and Delhi . We were in the process of building one of the most powerful Global Advisory Board which would then help us build the world's first Ai Native Platform called Landmaster Ai Native .

### **7. We also had several rounds of meetings with several Ai investors in India through several Ai and Technology Investment Banking Firms in India –**

I personally traveled all over the country and must have made over 20 presentations about our company and world's first Landmaster , the Ai Native Platform to bring in a new set of investors to help us build the Landmaster the Ai Native Platform .