

PRODUCT BROCHURE · 2026

LEMAI

A customized CRM,
engineered for growth.

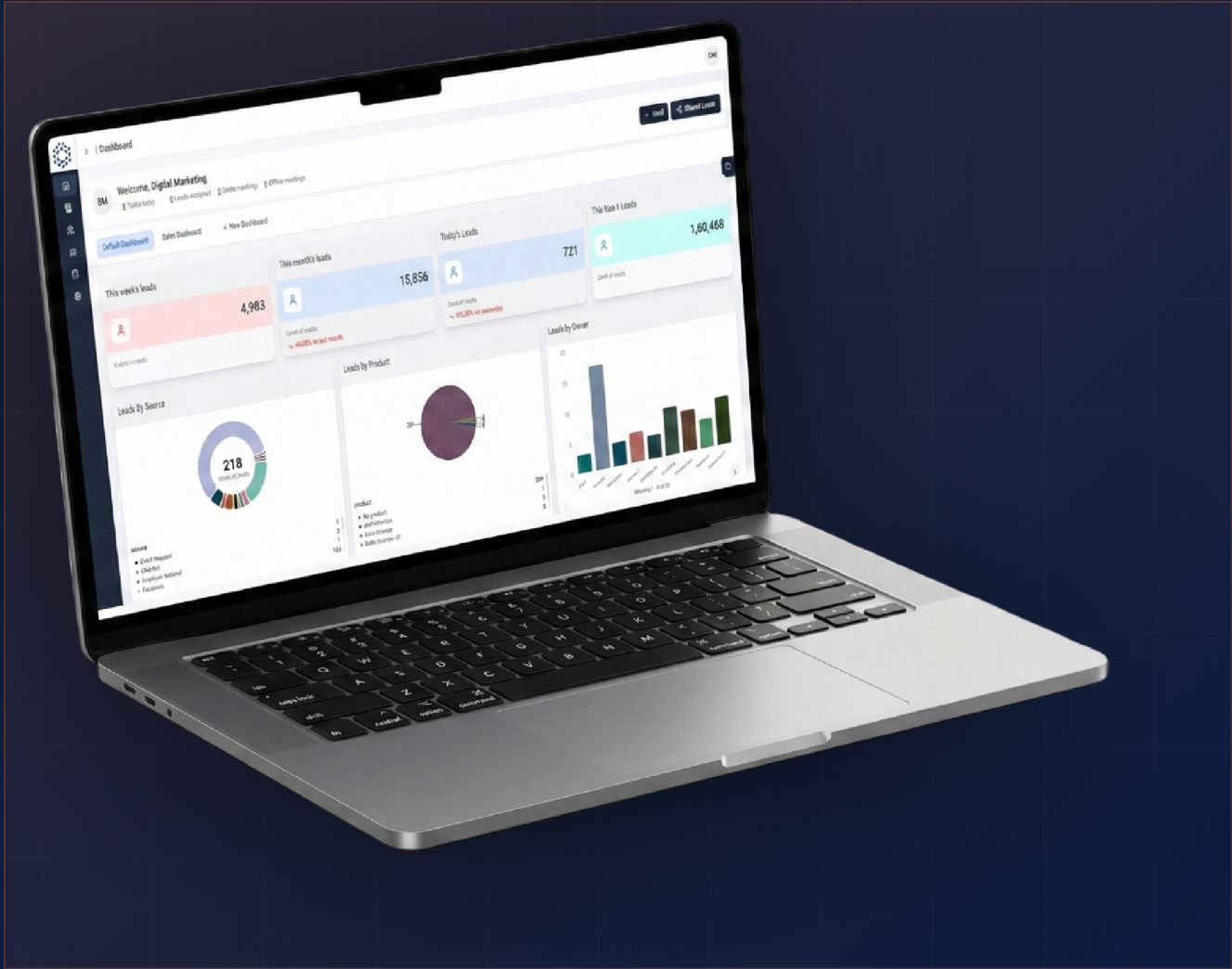
Lead Management with AI, built inside the Kapil Group ecosystem for businesses that treat every lead as revenue in waiting.

30+
TRUSTED COMPANIES

45+
YEARS OF EXCELLENCE

Kapil.
GROUP BACKED

LIVE PRODUCT · DASHBOARD



CLIENT VOICE

"The clarity is unmatched — real-time insights keep us ahead."

— Tekiversity, Zonal Manager

01 · THE GROUP

Kapil Group

Established 1981. A ₹12,000 crore conglomerate.

Flagship ventures in **Chits** and **Real Estate**, complemented by strong operations in Construction, Media, Hospitality, Healthcare, Education, Technology, Business Centers and Charity — each managed by dedicated boards.

WHY THIS MATTERS FOR LEMAI

LEMAI is engineered by InfoZ IT Solutions **and battle-tested inside the Group's own businesses** — not sold as a lab experiment.

INDUSTRIES SERVED

- Chits & Finance
- Real Estate
- Construction
- Media
- Hospitality
- Healthcare
- Education
- Technology

THE NUMBERS

A group of scale.
Not a startup experiment.

50+

COMPANIES

29+

BUSINESSES

45+

YEARS HERITAGE

25K

EMPLOYEES

460

LOCATIONS

5K+

PROJECTS

GROUP TURNOVER

₹12,000 Cr

FOUNDED

1981

02 · THE PORTFOLIO

Fifty companies. One ecosystem.

LEMAI is engineered by the same team that runs businesses across chits, real estate, media, hospitality and technology.

01 Kapil's IT Industries Technology	02 · MAKERS OF LEMAI InfoZ IT Solutions Technology · LEMAI CRM	03 Kapil IT Solutions Technology	04 K Tech Technology	05 Kapil Chits Financial Services
06 Kapil Properties Real Estate	07 Kapil's Construction Infrastructure	08 Nigha Eyes in Action	09 GroWork Business Centers	10 Taaza Panta Agriculture
11 HMTV Media & Broadcast	12 ace tech Products India Pvt Ltd	13 Kapil Investments Finance	14 The Hans India Media	15 Pavaman Technologies Aerospace
16 Pavaman Aviation Aviation	17 Pavaman Agri Venture Agriculture	18 Oakwood Hospitality	19 Bijay Finance Finance	20 – 50+ + 30 more entities Healthcare · Education · Charity

03 · THE PRODUCT

Sales teams don't lose deals. *They lose track.*

LEMAI is an AI-powered CRM developed by InfoZ IT Solutions — built to end the age of manual and fragmented CRMs.

In a market where speed, precision, and intelligent decisions determine outcomes, LEMAI **captures every lead**, **tracks every conversation**, and **guides every next action**.

01

Automation-first

Every routine follow-up handled by the system

02

AI-guided intelligence

Predictions on every lead, from every call

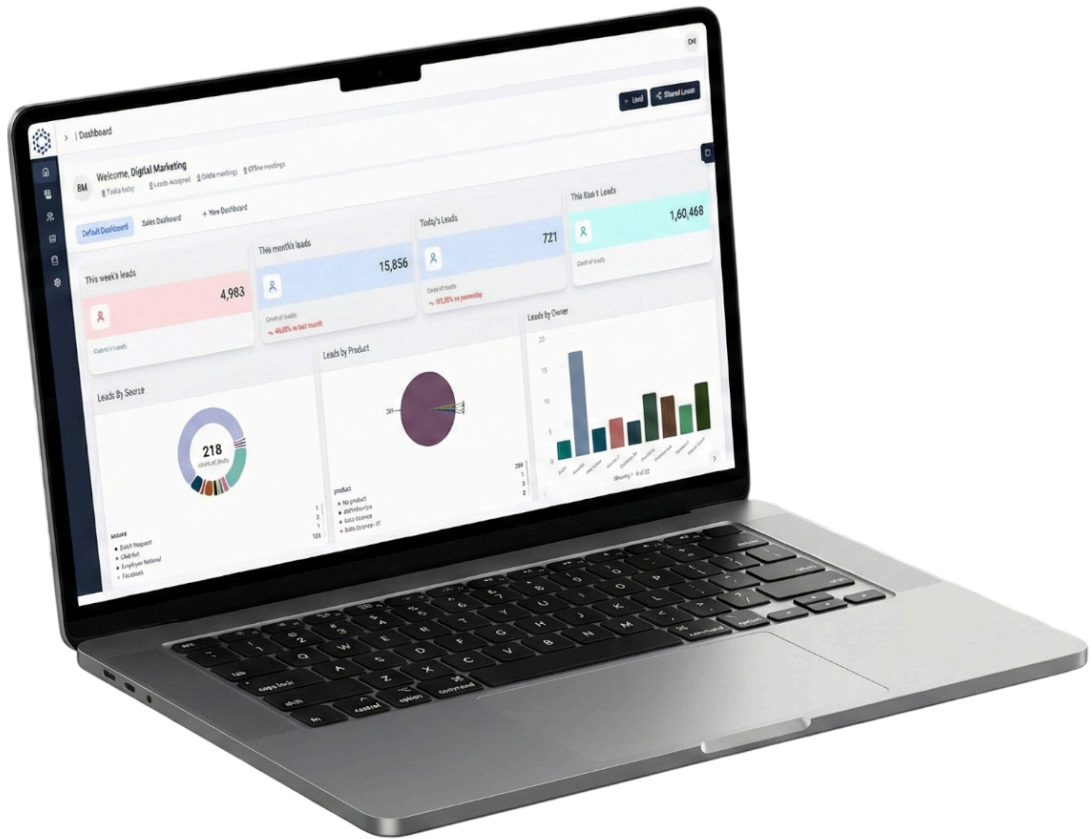
03

Customized to your team

Not a template, tailored to your process

LIVE PRODUCT · SALES DASHBOARD

lemaicrm.com



THIS WEEK

4,983

THIS MONTH

15,856

TODAY

721

ALL-TIME

1,60,468

Real leads. Real customer data. From an actual LEMAI account.

TRUSTED BY 30+ COMPANIES

Kapil Chits · Tekiversity · Teks Academy · ace tech · +26 more

04 · DIFFERENTIATORS

Why teams pick LEMAI.

Four decisions the software makes so your team doesn't have to.

BUSINESS IMPACT

100%

LEAD CAPTURE

Every inquiry from every channel — nothing lost between systems.

3x

FASTER SALES CYCLE

AI prioritizes the leads most likely to close, first.

5x

BETTER FOLLOW-UPS

Automated reminders, next-action guidance, zero manual chase.

24/7

AI ACTIVE

Working on your pipeline while your team sleeps.

TRADITIONAL CRM VS LEMAI

Where the leaks disappear.

Leads Captured

LEMAI · 100%

Others · 60%

Followed Up on Time

LEMAI · 95%

Others · 35%

Qualified & Scored

LEMAI · 85%

Others · 25%

Converted to Revenue

LEMAI · 42%

Others · 12%

Same market. Same team. 3–5x the throughput.

Illustrative — actual results depend on baseline and industry.

DIFFERENTIATORS

05 / 18

05 · CAPABILITIES

Eight pillars. One platform.

Everything a modern sales team needs — from first-touch to closed-won, and everything in between.

AT A GLANCE

Modules	8
Sub-features	80+
Automations	Unlimited
Setup Time	14 Days

THE MODULES

01

Lead & Smart Handling

End-to-end lifecycle. Multi-product opportunities. Lead scoring & qualification.

PILLAR

02

Sales & Automation

Unlimited automations. Calling & call-log solutions. Workflow & follow-ups.

PILLAR

03

Communication & Engagement

WhatsApp, email & SMS. Meetings & tasks. Multi-channel tracking.

PILLAR

04

Data & User Control

User & role management. Data privacy & security. Role-based permissions.

PILLAR

05

Customization & Flexibility

Custom forms & fields. Unlimited dashboards. Workflow configuration.

PILLAR

06

Insights & Performance

Reports & dashboards. Sales analytics & forecasting. KPI tracking.

PILLAR

07

Advanced AI Capabilities

Predictive insights. Smart lead prioritization. AI recommendations.

PILLAR

08

Integrations & Access

360° integrations. Mobile app — iOS & Android. Third-party API.

PILLAR

06 · MODULE I

Lead Management, end-to-end.

Capture, track, and convert every lead — with pipeline shift, smart buckets, activity tracker, and lead sharing built in.

EVERY CAPABILITY

- ✓ End-to-end lifecycle

✓ Flexible pipeline shift

✓ WhatsApp & email direct

✓ Smart Buckets segmentation

✓ Custom filters & columns

✓ Lead sharing multi-user

✓ Opportunity management
- ✓ Multi-product opportunities

✓ Full activity tracker

✓ Meeting recording

✓ Smart Lists for quick access

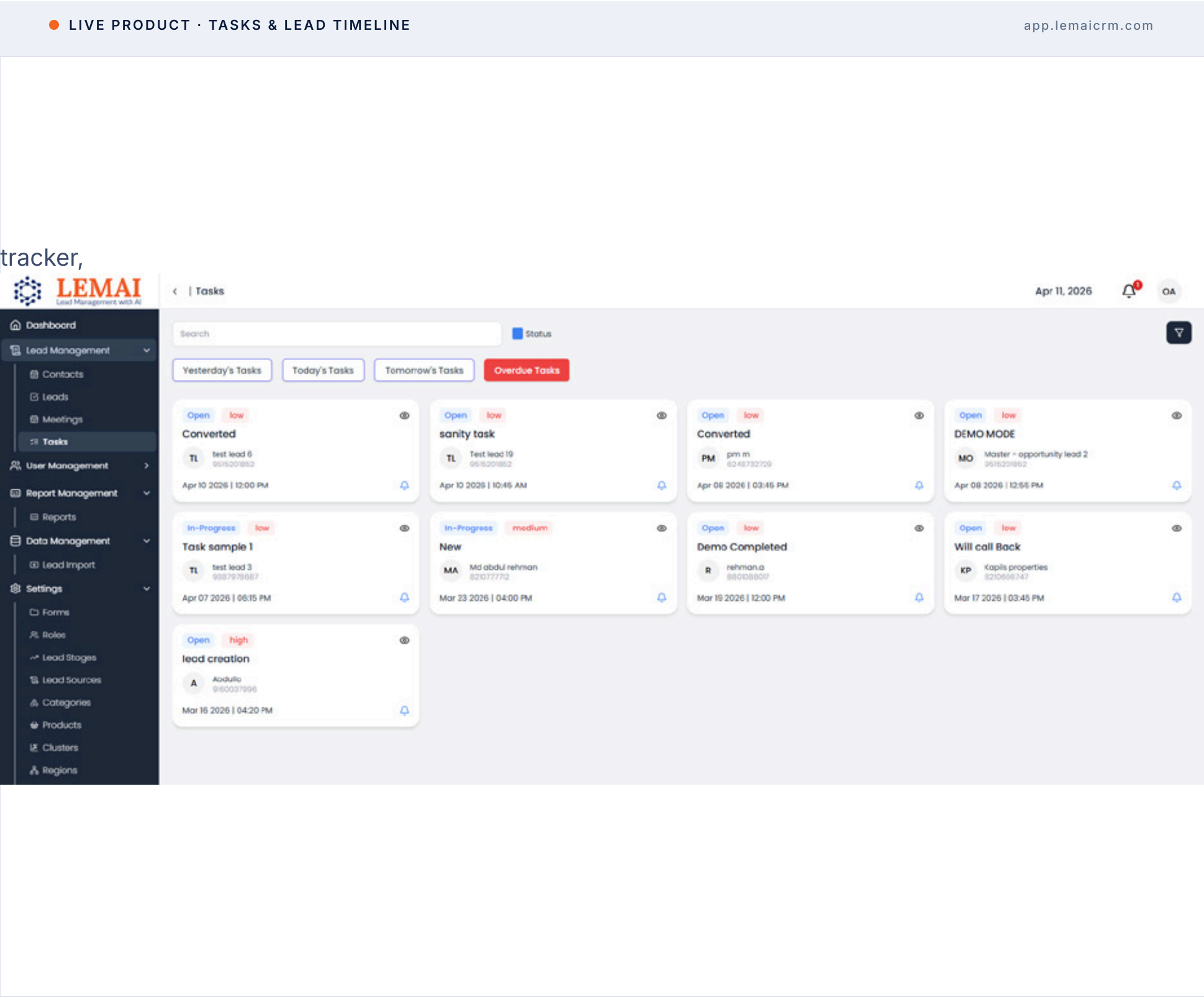
✓ Table & grid views

✓ Notes & activity feed

✓ Stage-wise reports

THE ADVANTAGE

One workspace to capture, qualify, and close — every lead, every stage.



07 · SIGNATURE FEATURE

Every call, logged & recorded — *automatically.*

LEMAI turns every mobile conversation into structured CRM data. No manual entry, no missed context, no coaching guesswork.

- 01

Auto Call Log

Calls initiated from the mobile app are auto-tagged to the lead. Inbound and outbound — both captured, both linked. Zero manual entry.
- 02

Call Recording ON SUPPORTED DEVICES

Full audio recording saved to the lead detail. Playback for training, dispute resolution, and compliance — coaching and audit ready.
- 03

Stage-wise History

Every conversation in chronological order against the lead. See exactly which call moved the deal from Contact to Demo to Close.

LIVE PRODUCT · CALL HISTORY

LEAD DETAIL · CALL HISTORY

Aakash M. · Villa Inquiry

↑

Outbound · Introduction

Priya R. · 3m 42s · recording available

STAGE · FIRST CONTACT

↓

Inbound · Site Visit Query

Priya R. · 7m 18s · recording available

STAGE · DEMO SCHEDULED

↑

Outbound · Follow-up

Priya R. · 5m 03s · recording available

STAGE · ACTIVE

3 CALLS · 16M 03S TOTAL · 3 RECORDINGS

ALL SEARCHABLE ▶

07 · MODULE II

Automation, tasks & team structure.

Let LEMAI do the routine work. Set up unlimited automations, assign leads instantly, manage tasks & targets — with hierarchy your team already understands.

A

Task & Meeting Management

MODULE 07 · A

TODAYTOMORROWOVERDUE

Call Aakash M. — Villa

11:00 AM · reminder set

Send quote — Karan V.

by 3:00 PM

Smart lists · Reminders · Custom filters · Full timeline · Ensures no follow-up is missed

B

Automations

MODULE 07 · B

RULE BUILDER · NO-CODE

WHEN lead source = Justdial

ASSIGN to Aakash · zone North

WHEN 24h no reply

SEND WhatsApp reminder

Unlimited rules · Lead assignment · Engagement flows · Scheduled automations

C

User & Custom Roles

MODULE 07 · C

Admin

L Zonal Manager

L Branch Head

L Sales Rep (Active)

L Sales Rep (Inactive)

Unlimited users · Data privacy · Role-based permissions · Module-level access

D

Target Management

MODULE 07 · D

Aakash · North Zone

92%

Priya · East Zone

74%

Team total · This Q

₹2.14 Cr / ₹2.6 Cr

Individual · Branch · Product-wise · Hierarchy targets

08 · MODULE III

Customize, report & scale.

Build the CRM your business actually needs — custom forms, dashboards, landing pages, and reports without any developer dependency.

01

FEATURE

Custom Forms

LEAD NAME

PRODUCT INTEREST

+ CUSTOM FIELD

No developer needed. Lead, user, branch, region & cluster forms.

02

FEATURE

Custom Dashboards

15,856
LEADS

₹2.1Cr
REVENUE

86
ACTIVE

+ Widget
DRAG

Built around your data. Ready in clicks. Unlimited dashboards.

03

FEATURE

Report Management



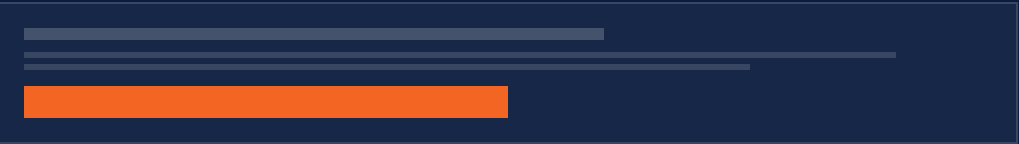
JanFebMarAprMayJun

Every data point. Preview, save & schedule. User/dept/product level.

04

FEATURE

Landing Pages



Campaign & lead-gen pages. Templates + custom. Public links.

05

FEATURE

Data Import

leads_Q3_2026.csv

✓ 2,341 RECORDS READY

Multiple .csv files. Auto-assignment. Create/update on import.

06

FEATURE

Products & Pipelines

Real Estate · 6 stages

Chits · 5 stages

Construction · 4 stages

Multiple categories. Category-based pipelines. Score per stage.

What's coming next.

The next release turns every call, meeting and pipeline into predictive intelligence.

01

POWERED BY AI

AI Integration

From every call recording, LEMAI extracts insight.

Call summary · transcript · objections · next steps

Auto-generated from every call recording.

Predictive analysis of every lead

Win probability + suggested next best action.

Ask in plain English — get reports & automations

Natural-language interface to your CRM data.

Sales forecasting & performance analysis

By user, product, month — see where growth is coming from.

02

QUOTE TO CLOSE

Proposal Management

Send. Track. Version. Bind to revenue.

Create proposals with AI

Draft proposals in seconds using lead context and past deals.

Import existing proposals

Bring your existing templates and reuse instantly.

Send via Email & WhatsApp — track opens

Deliver where your customer is. See who read what, when.

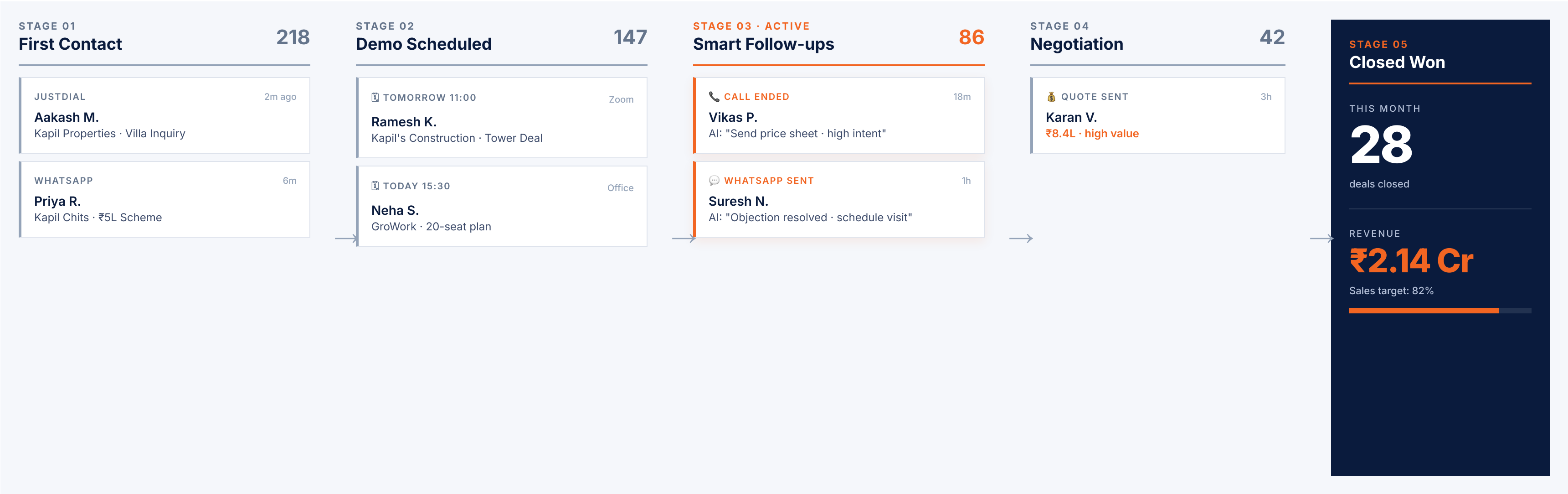
Multiple iterations, versioned

Bind final proposal to closed sales value.

10 · SALES FLOW

First contact to closed deal.

A visual look at the LEMAI pipeline your reps live in every day.



AUTO SCHEDULING

SMART REMINDERS

NEXT-ACTION GUIDANCE

SALES-FIRST FLOW

FASTER CLOSURES

11 · INTEGRATIONS MARKETPLACE

One CRM. Every channel.

LEMAI unifies all customer touchpoints — every inquiry, message, call, and campaign response flows into a single sales pipeline.

Zero

DATA LOSS ACROSS CHANNELS

One

SALES PIPELINE, ALL SOURCES

Live

REAL-TIME INBOUND SYNC

Open API

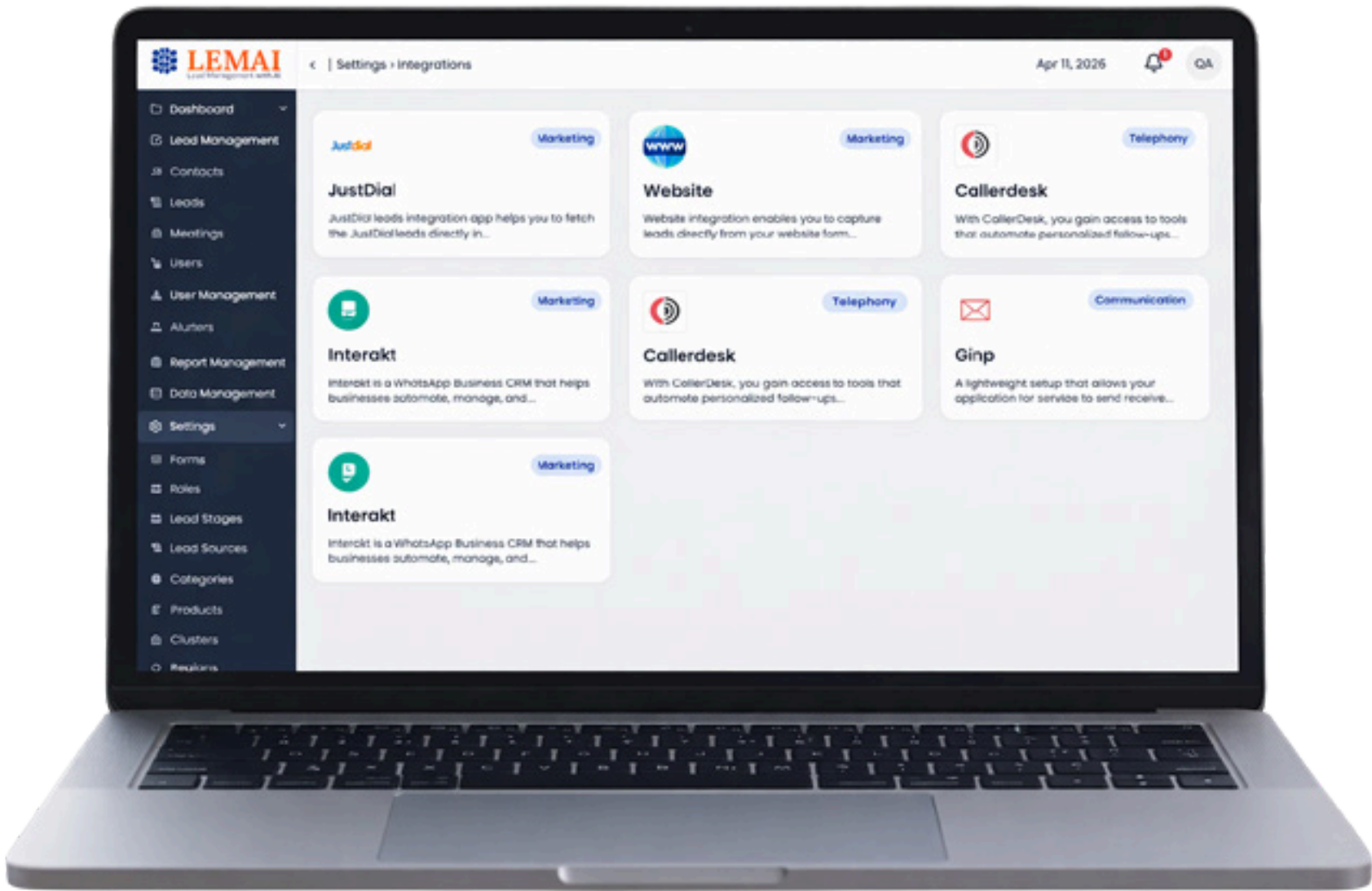
CONNECT ANY TOOL

AVAILABLE INTEGRATIONS

- Justdial
- WhatsApp
- Meta Ads
- Google Ads
- Email SMTP
- Interakt
- Callerdesk
- Ginp
- Webhooks
- + growing every month

LIVE PRODUCT · SETTINGS → INTEGRATIONS

app.lemaicrm.com



12 · MOBILE APP

Sales from your pocket.

Everything on the desktop, in your pocket. Log calls, meet clients, and update deals — anywhere.

Available on iOS

Available on Android

- 01

Call initiation through mobile

Auto-logs against the lead — no manual entry.
- 02

Call recording (on supported devices)

Every conversation preserved and searchable.
- 03

Today's activity at a glance

Leads, meetings, tasks — right on the home screen.
- 04

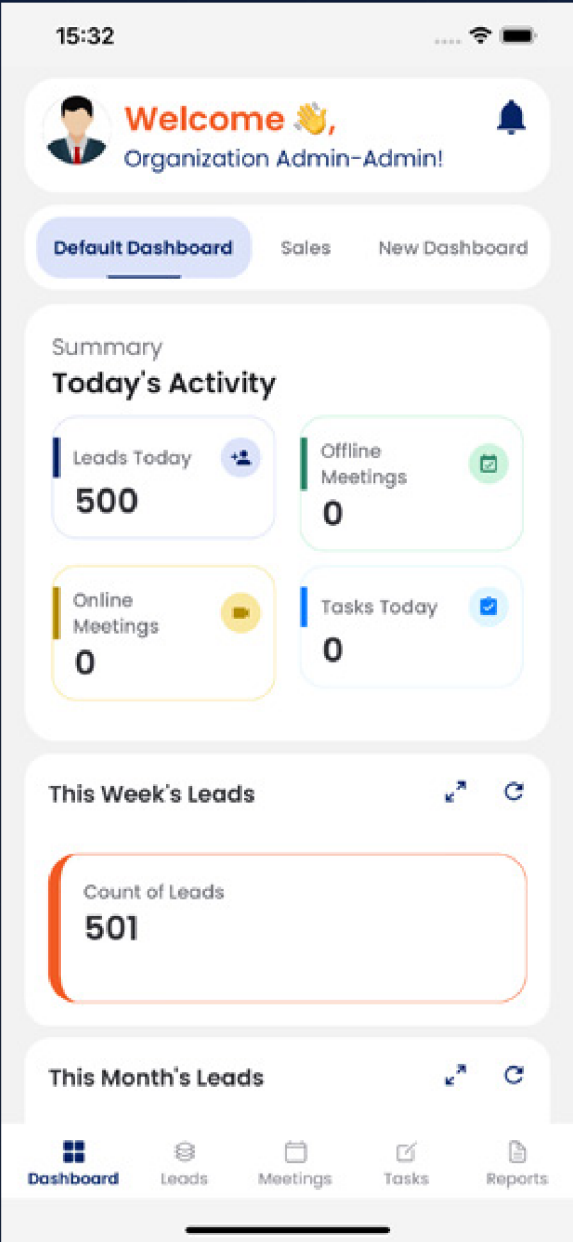
Push reminders & live desktop sync

Update on mobile, see it on desktop instantly.

LIVE PRODUCT · MOBILE



APP LAUNCH
Branded splash screen



HOME DASHBOARD
Today's activity, 501 weekly leads

13 · COMPARATIVE ANALYSIS

Know the differences.

Every feature you'd expect from an off-the-shelf CRM — and every gap you can only close with a customized one.

FEATURE	● LEMAI · AI-Powered CRM	● Other CRMs
Dashboard	✓ Fully customizable dashboards	✗ Manual & fragmented dashboards
Landing Pages	✓ Built-in landing pages with custom forms	✗ No built-in landing pages or AI logic
Webhooks	✓ Fully featured webhook system	✗ Rigid setup with limited flexibility
Reports	✓ Customizable reports & advanced analytics	✗ Limited or pre-defined reports
Scale	✓ Unlimited branch & user management	✗ Limited branch & team handling
Integrations	✓ Ever-growing list of integrations	✗ Fixed and minimal integrations
Lead Score	✓ Dynamic lead scoring system	✗ Fixed scoring parameters
Lead History	✓ Comprehensive dynamic lead timeline	✗ No complete lead visibility timeline

LEMAI wins **8 out of 8** categories against off-the-shelf CRMs.

Based on typical mid-market SaaS CRM feature sets.

14 · VOICES FROM THE FIELD

What our clients say.



LEMAI transformed our workflow. Automated tasks and smart triggers improved our response time by **60%**. It truly thinks for us.

TA

Teks Academy
Managing Director



Custom dashboards let every team see exactly what matters. Real-time insights keep us ahead. **The clarity is unmatched.**

TV

Teksversity
Zonal Manager



LEMAI made branch management simple. Each branch gets its own view while we control centrally. **Scaling is effortless.**

KC

Kapil Chits (Karnataka)
Director

30+

TRUSTED COMPANIES

45+

YEARS OF EXCELLENCE

60%

FASTER RESPONSE

100%

CUSTOMER FOCUS

15 · OUR COMMITMENT

What you get, guaranteed.

LEMAI is a promise, not a product. Backed by 45+ years of the Kapil Group and the engineering rigor of InfoZ IT Solutions.

01

COMMITMENT

100% Encrypted Data Security

Your customer data protected at every layer with enterprise-grade encryption.

02

COMMITMENT

Dedicated 24/7 Technical Support

A human is always a call away — no ticket-limbo, no time-zone gaps.

03

COMMITMENT

Complete CRM Setup Assistance

From data migration to team training — we get you live, not just onboarded.

04

COMMITMENT

Custom Workflows & Integrations

Adapted to your industry, your process, and your existing tool stack.

05

COMMITMENT

Free Updates & Maintenance

Every new feature, every performance improvement — included, always.

BOOK YOUR DEMO

Ready to lead your business towards growth?

A short demo. One conversation. Setup in days, not months.

CALL US TODAY

80195 96555

lemaicrm.com · info@infozit.com

16 · GET IN TOUCH

Let's talk.

*A short demo. One conversation.
See LEMAI running on your data.*

01 · WEBSITE

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A KAPIL GROUP COMPANY

OUR HOME BASE



Hyderabad

India's tech capital — where LEMAI is engineered, tested, and shipped.

THANK YOU

See you at the demo →