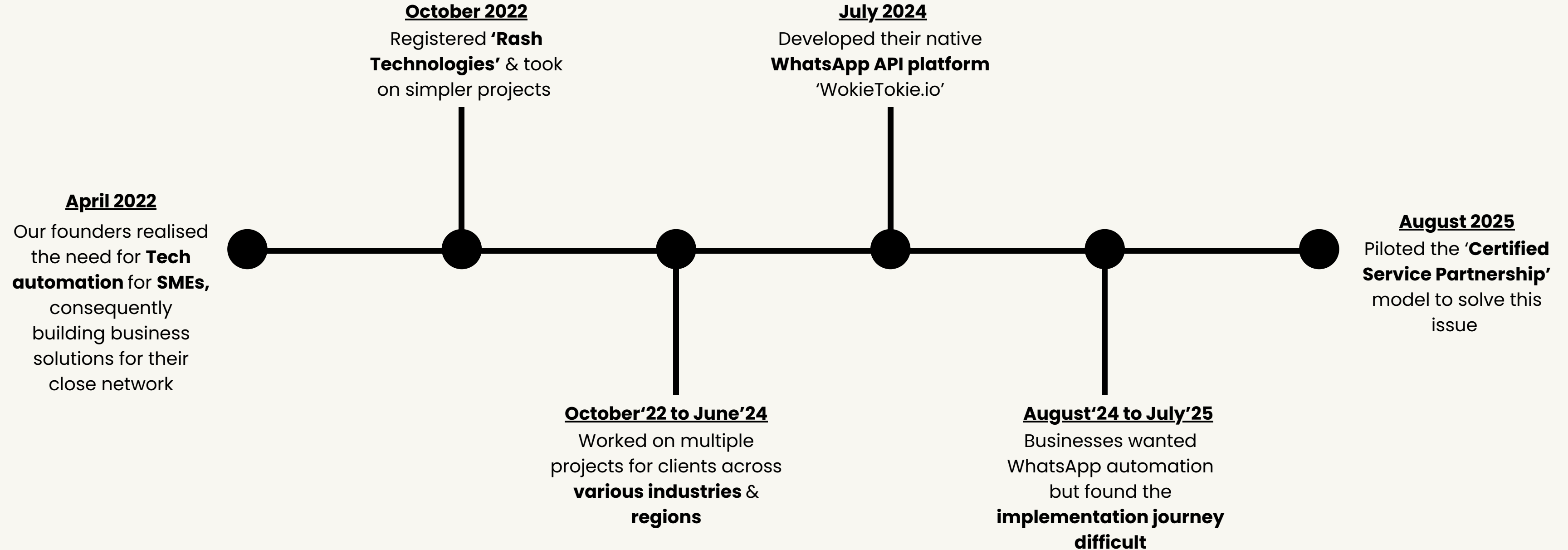


Origen Systems

Four partners. Four domains. One mission — to simplify **enterprise growth** through **trust, ideas, and technology**; since 2022.





Rahul Jain

Chief **Executive** Officer
Former Business Analyst @ **Newgen**



Aayush Sharma

Chief **Technological** Office,
Former SAP Consultant @ **Wipro**



Namo Jain

Chief **Operations** Officer
Former Risk Consultant @ **EY**



Samyak Jain

Product Head
Former Management consultant @ **PwC**

(Introducing) **WokieTokie**

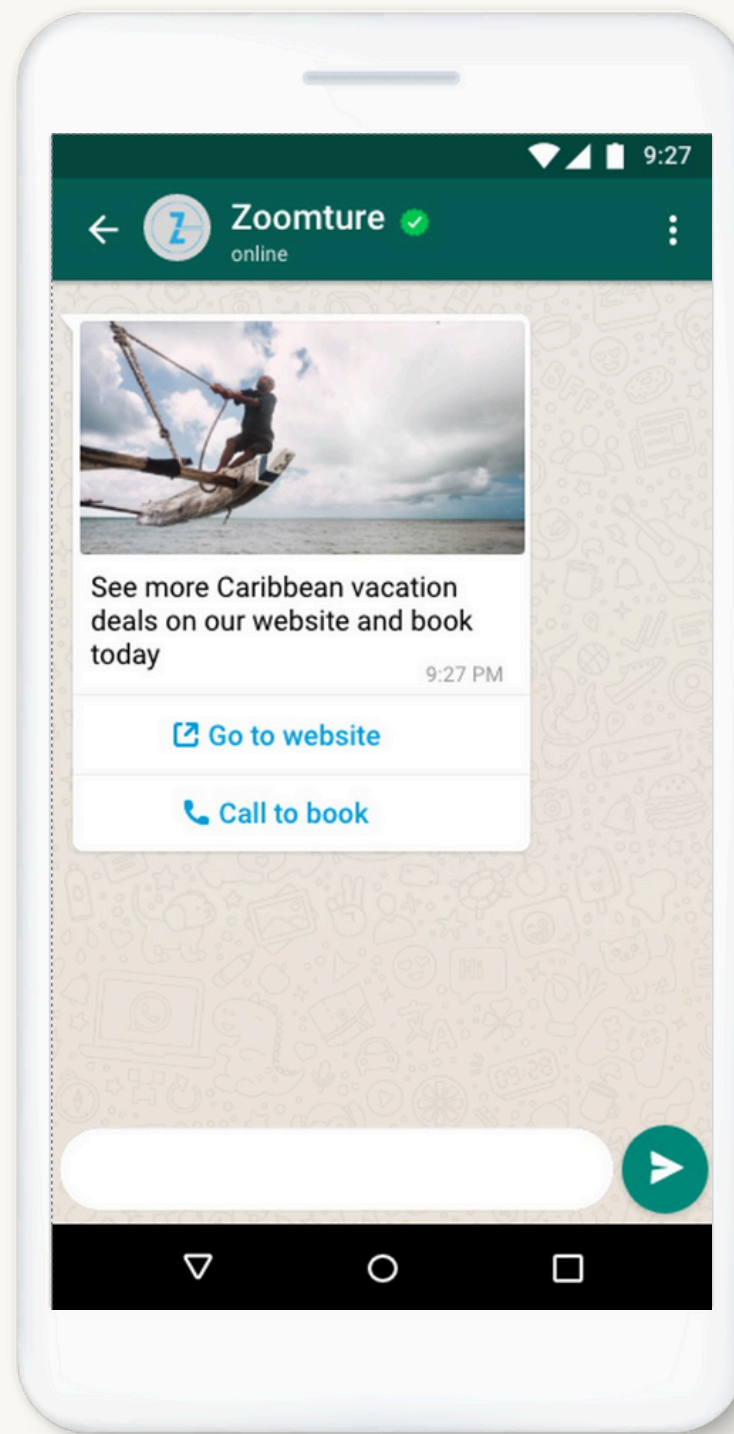
Automating **Whatsapp**, now
made easier

WOKIETOKIE — AN OFFICIAL WHATSAPP BUSINESS API TOOL

- **Connects via WhatsApp Business API** — official, reliable channel.
- **Automates messages & journeys** — broadcasts, auto-replies, AI chatbots.
- **Sell inside chat** — catalogs, quotes, payments, checkout.
- **Plugs into your systems** — CRM/ERP, Google Sheets, logs & approvals.
- **Secure & auditable** — multi-agent inbox, compliance-ready.

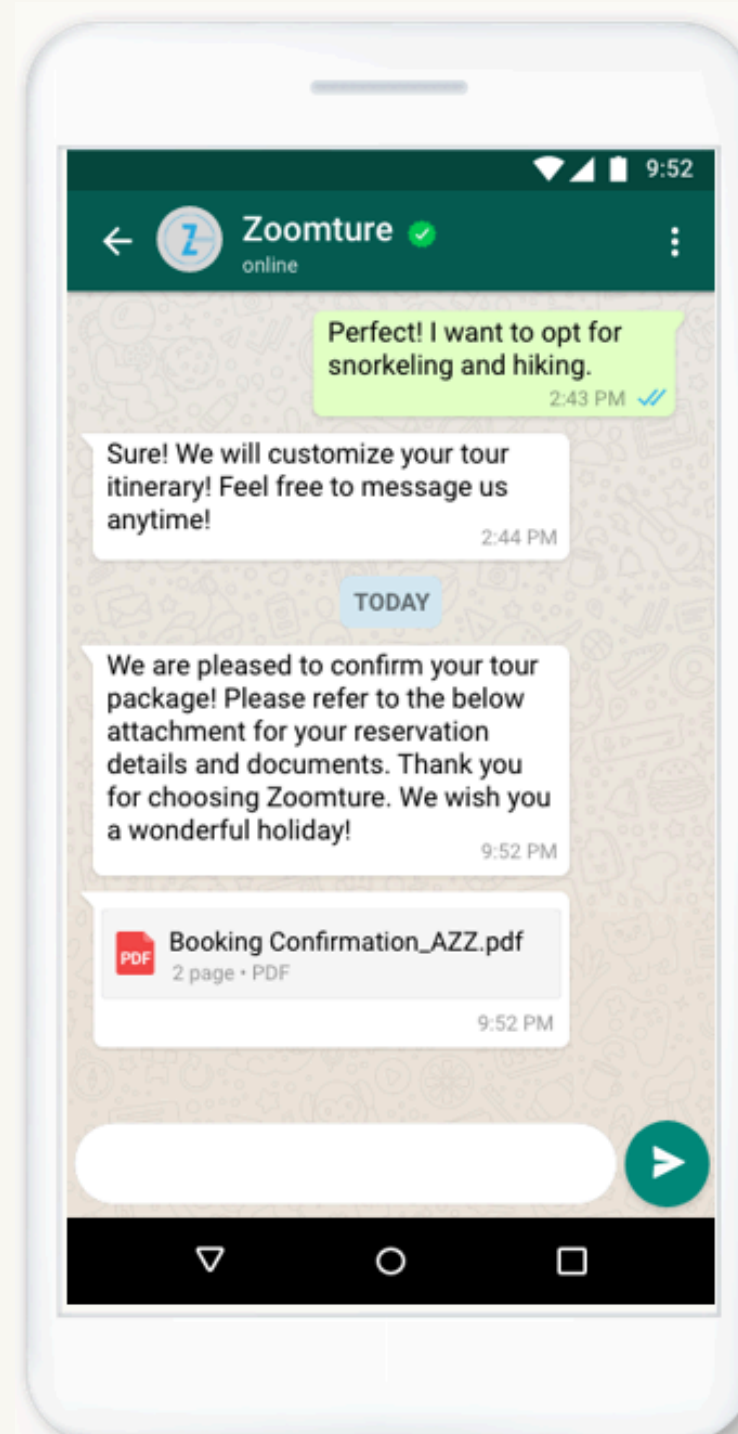


CORE CAPABILITIES



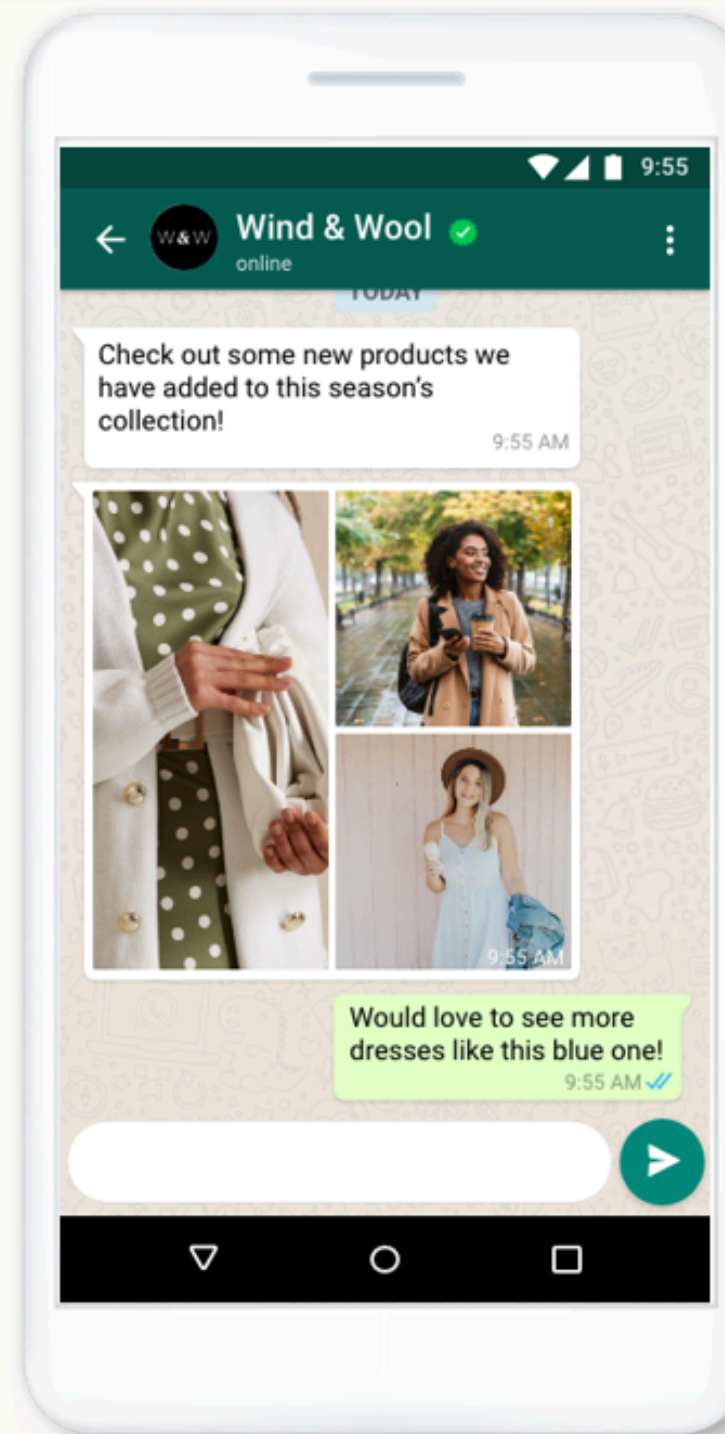
BULK BROADCASTING

Message new leads with attractive **offers, deals** etc



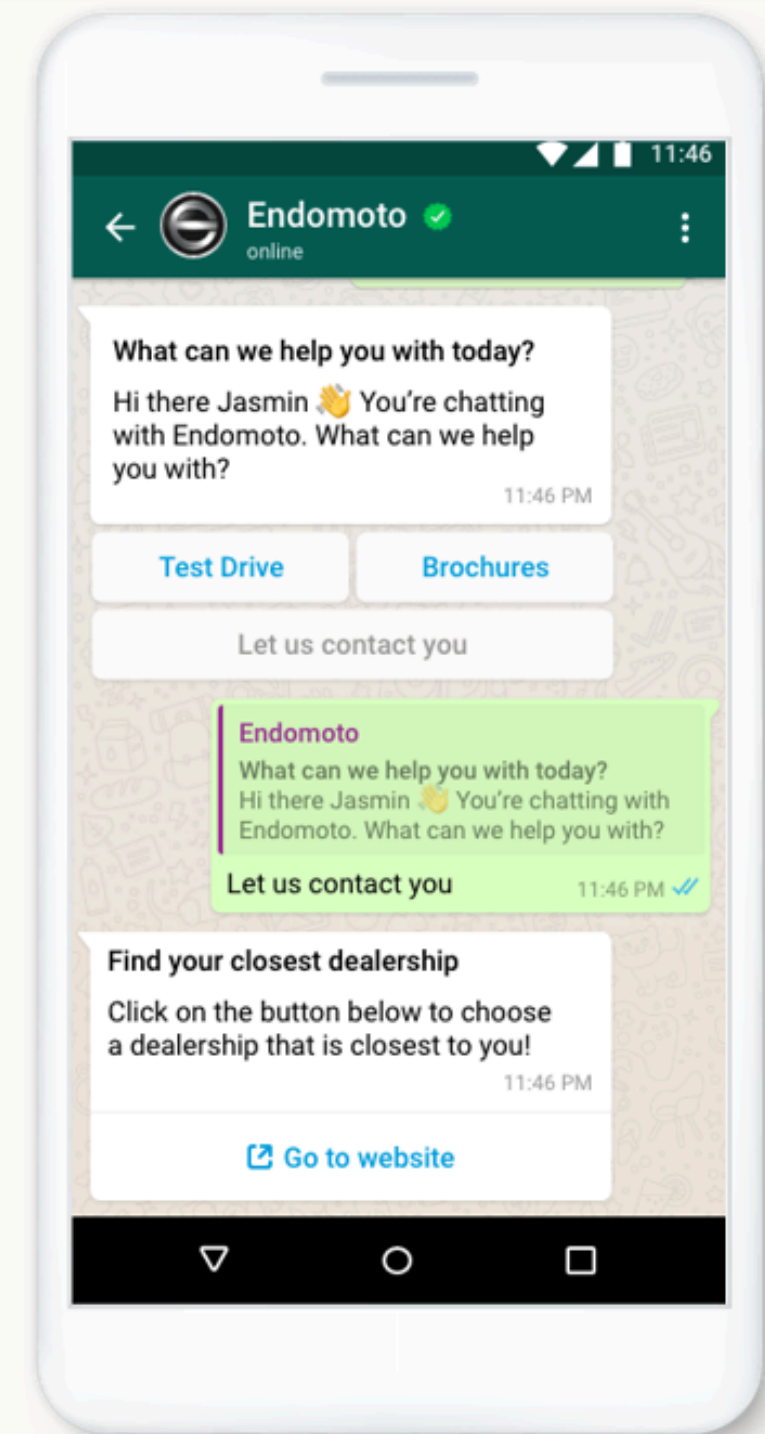
NOTIFICATIONS

Business can **update customer** about orders, details



DRIP MESSAGING

Auto followup leads at regular time intervals



CUSTOMER SUPPORT

Chatbot based, AI based, executive handled **queries auto answered** for increased sales & customer success

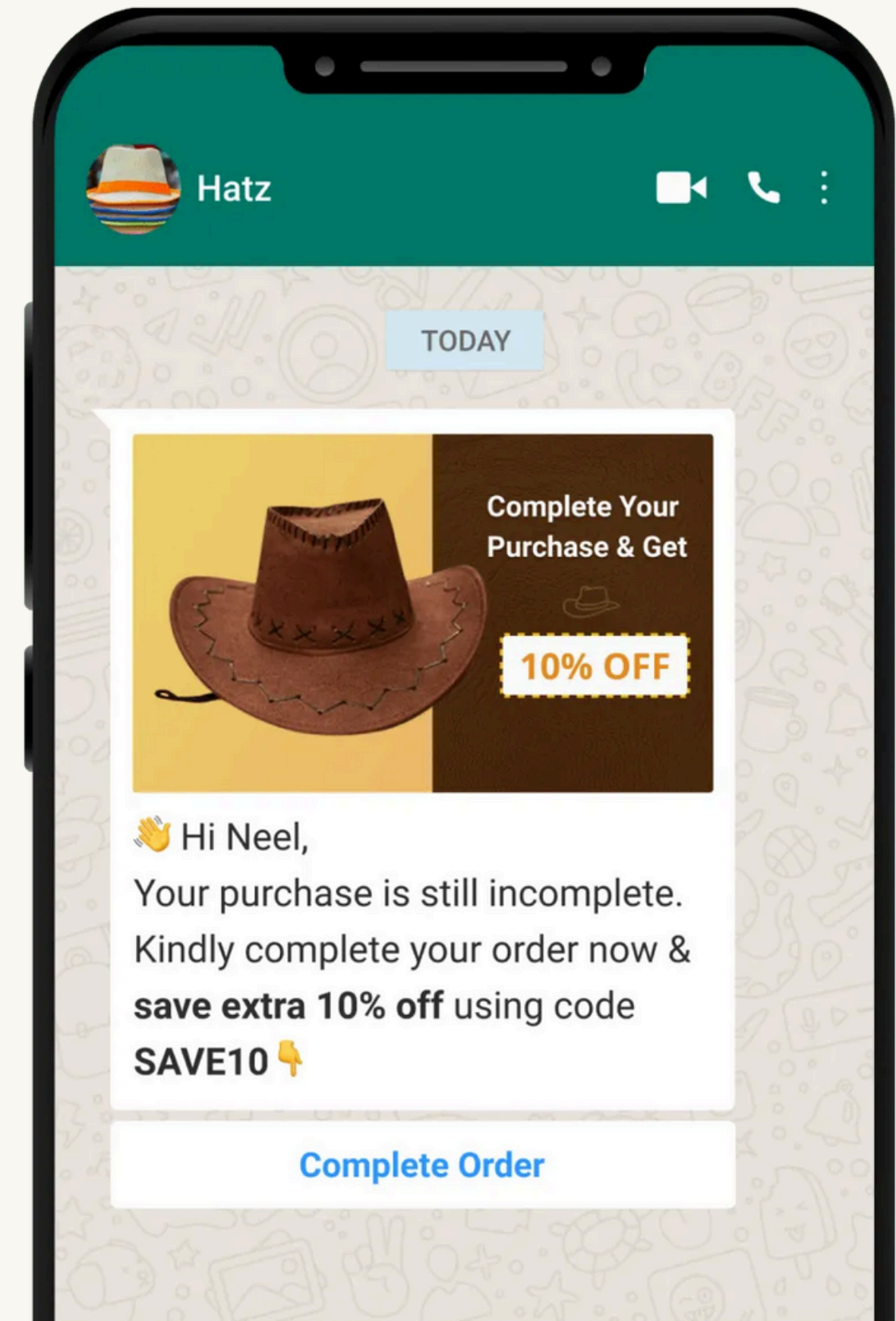
D2C BRANDS CONNECT

Receive **offers** and **updates** on WhatsApp, including:

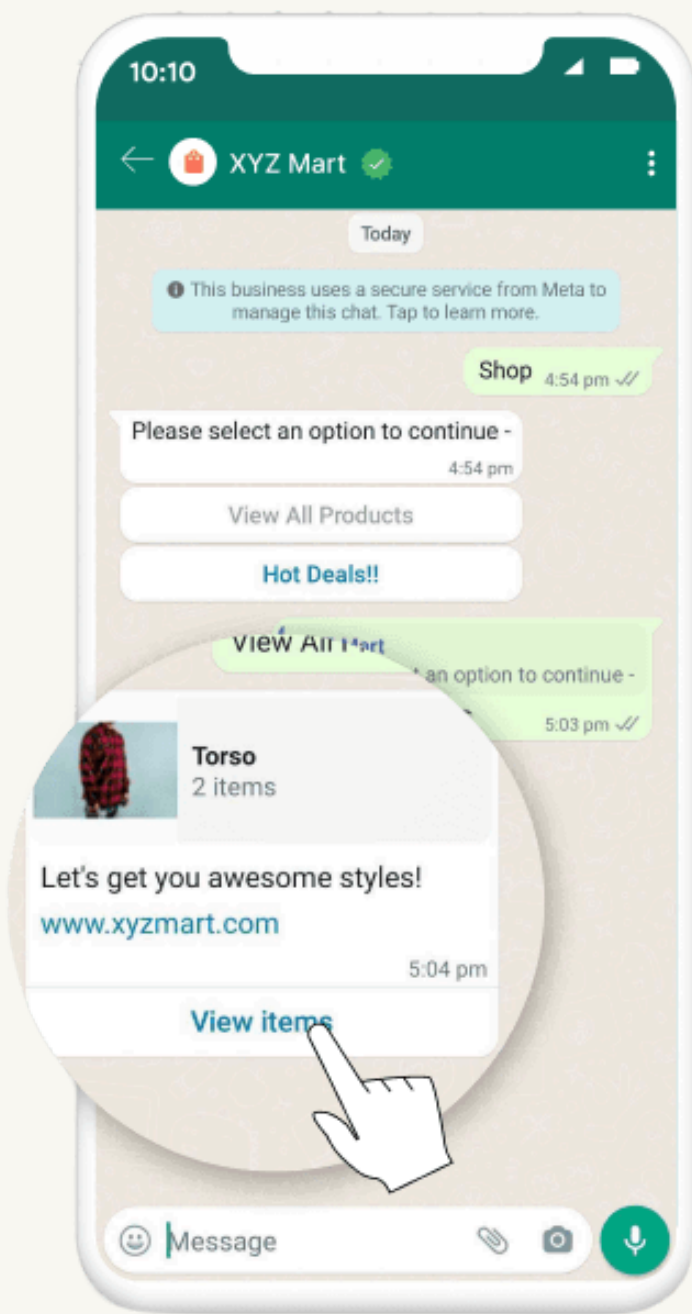
1. **COD Verification** confirmation
2. **Abandoned Cart** Reminders
3. Order and Product **Updates**

Additionally, you can enable **product catalogues**, **shopping carts**, and **payment gateway** integrations — enabling complete conversational commerce.

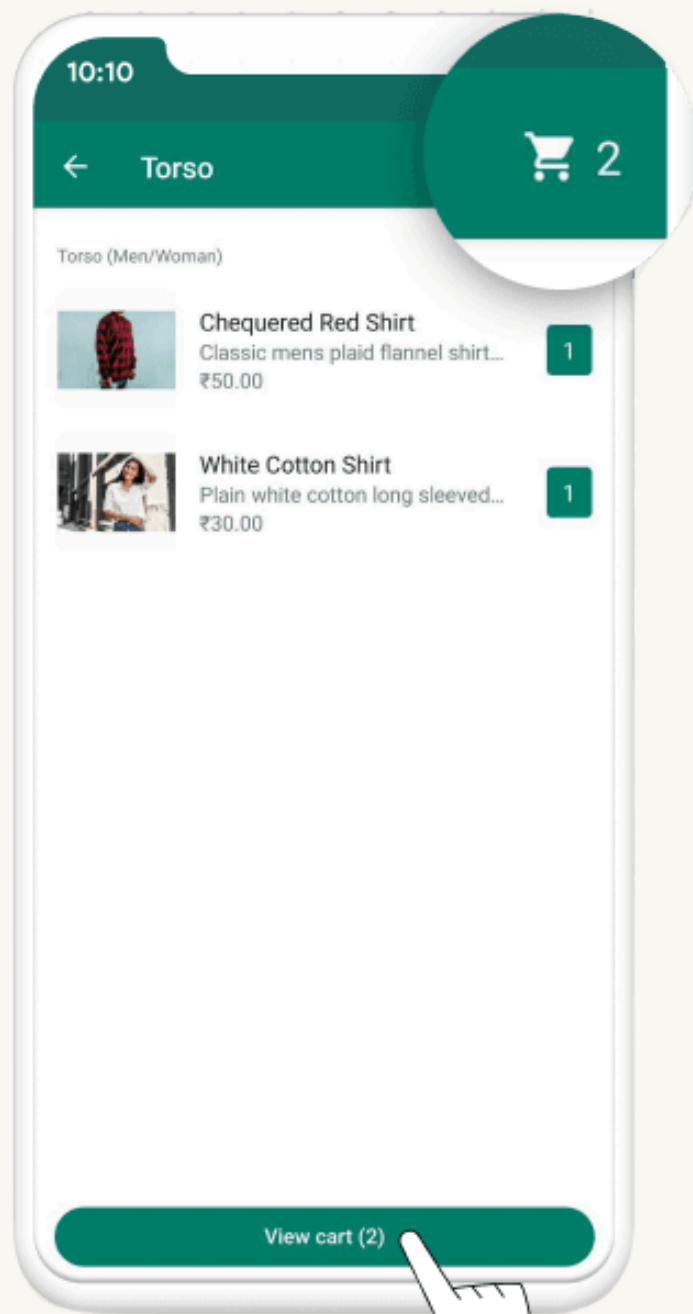
The following **platforms** can be integrated for these features:



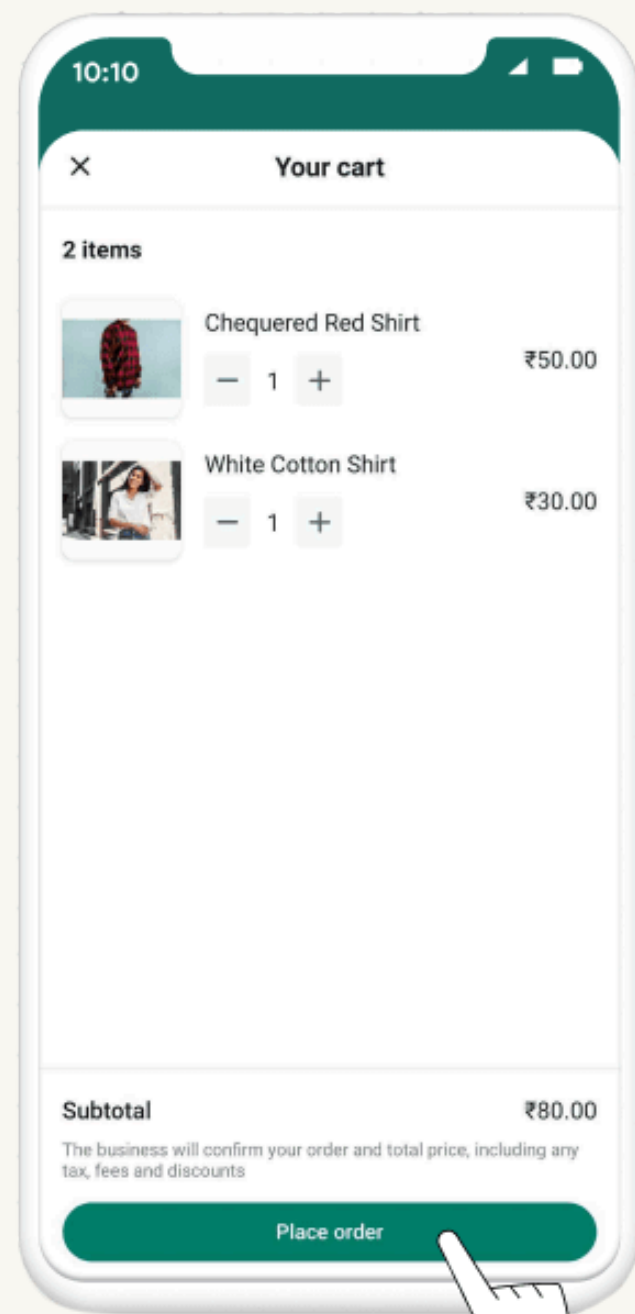
WHATSAPP POWERED E-COMMERCE



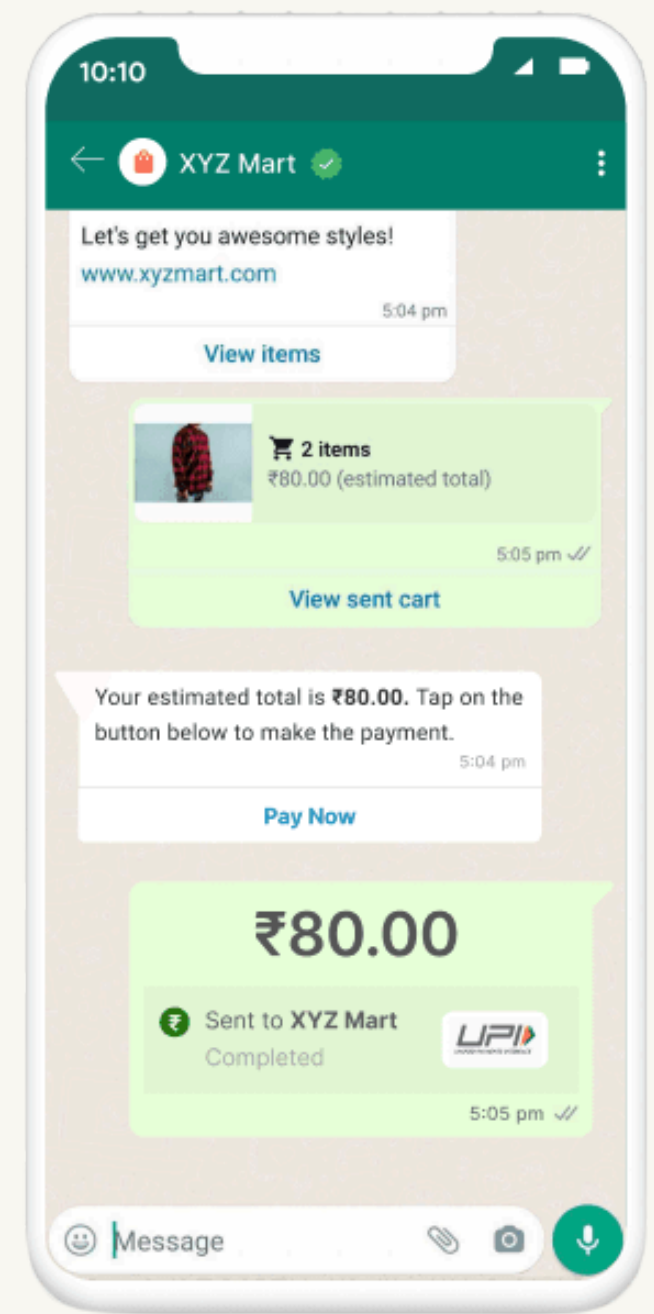
Display **Product Catalogue**
within Chat



View **Products & Add to Cart**



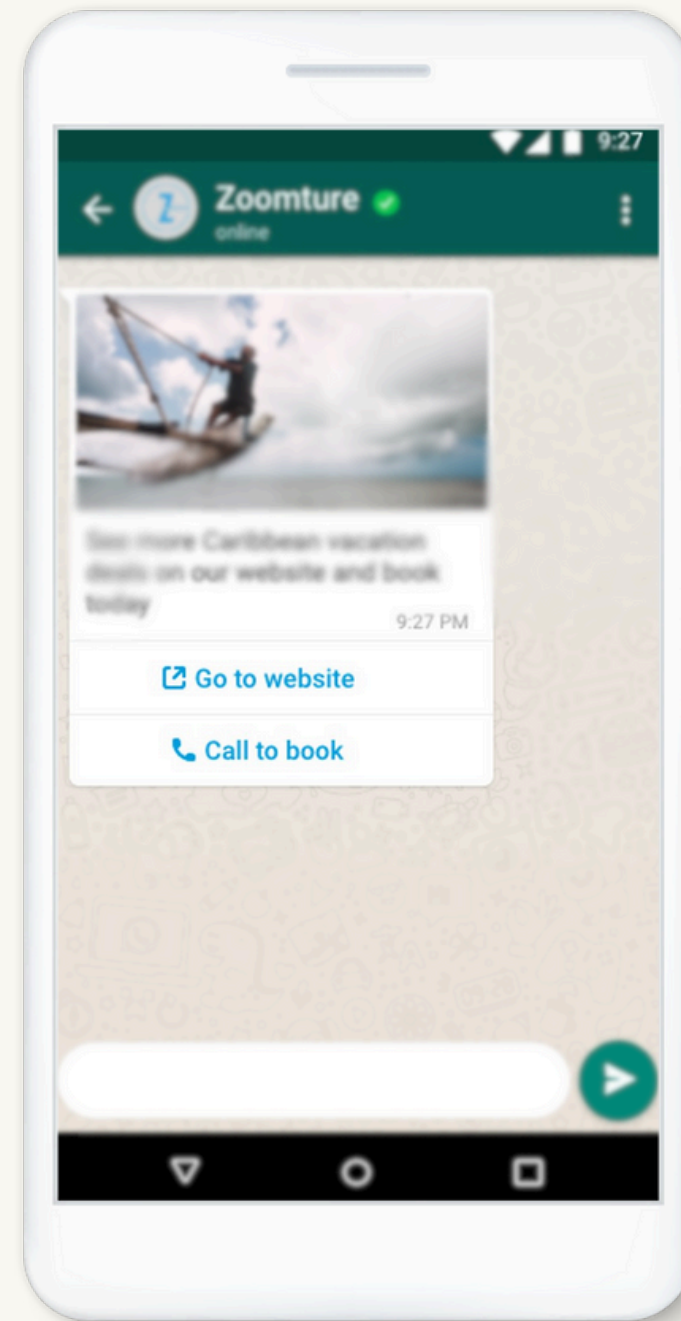
Proceed to **Checkout / Place Order**



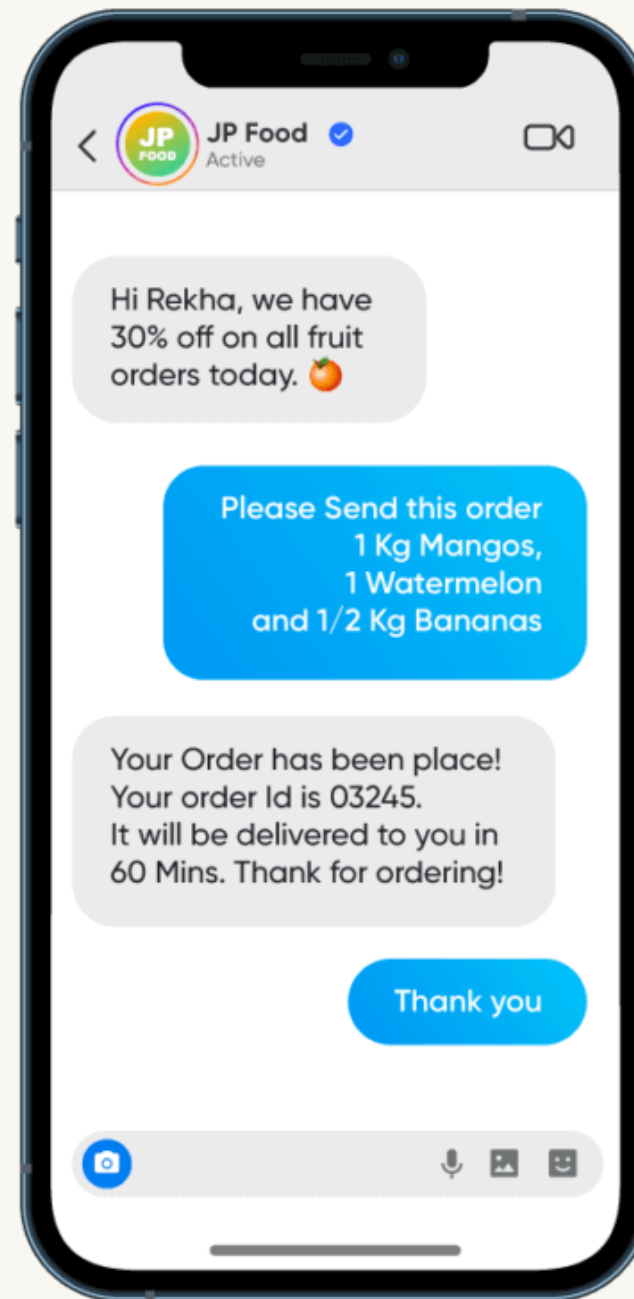
Complete **Payment via WhatsApp**

ADDITIONAL CAPABILITIES

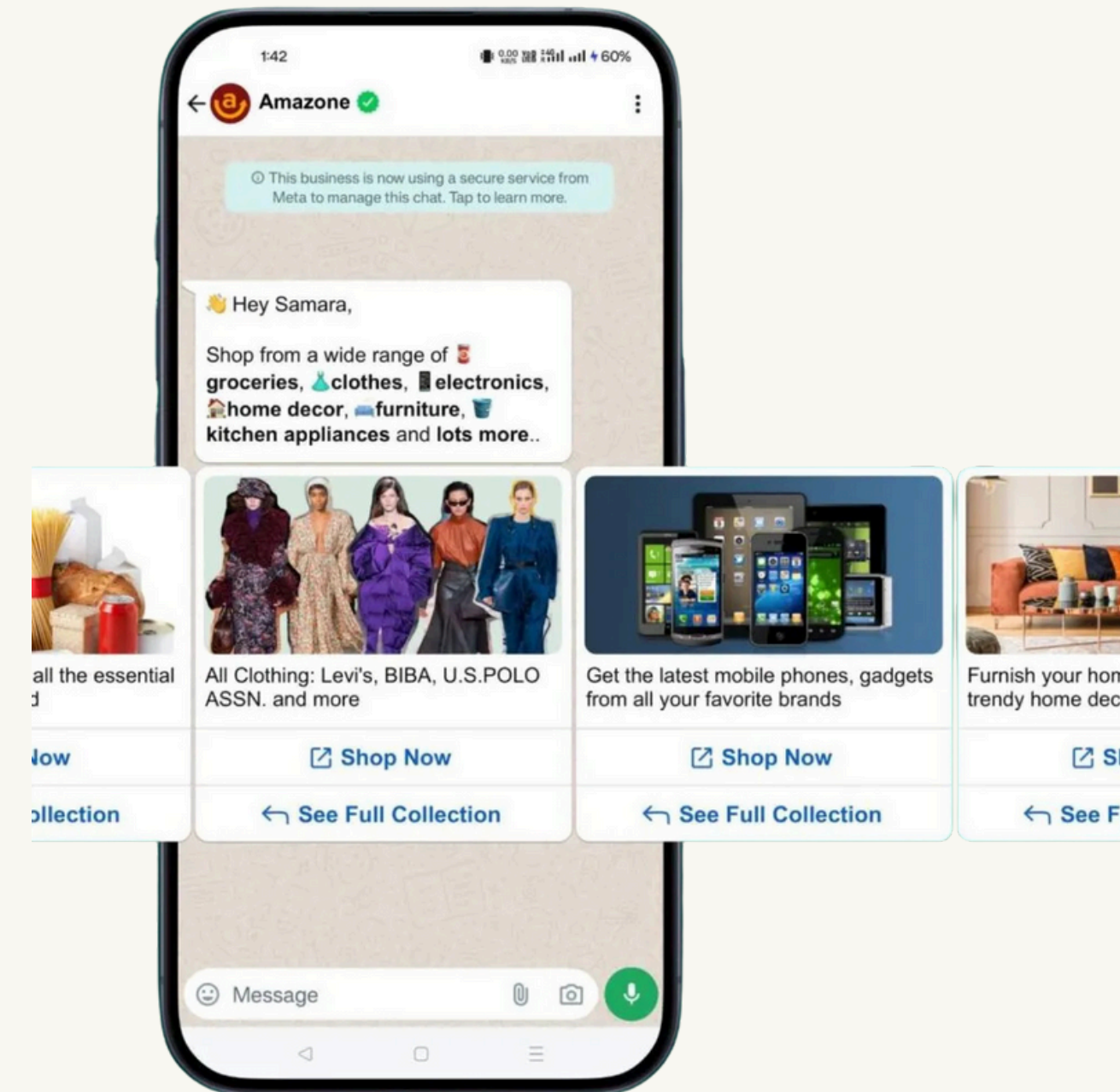
We know when it comes to marketing, how much difference little attention to detail can create. Hence WokieTokie ensures your messages are not boring.



Varied Buttons available

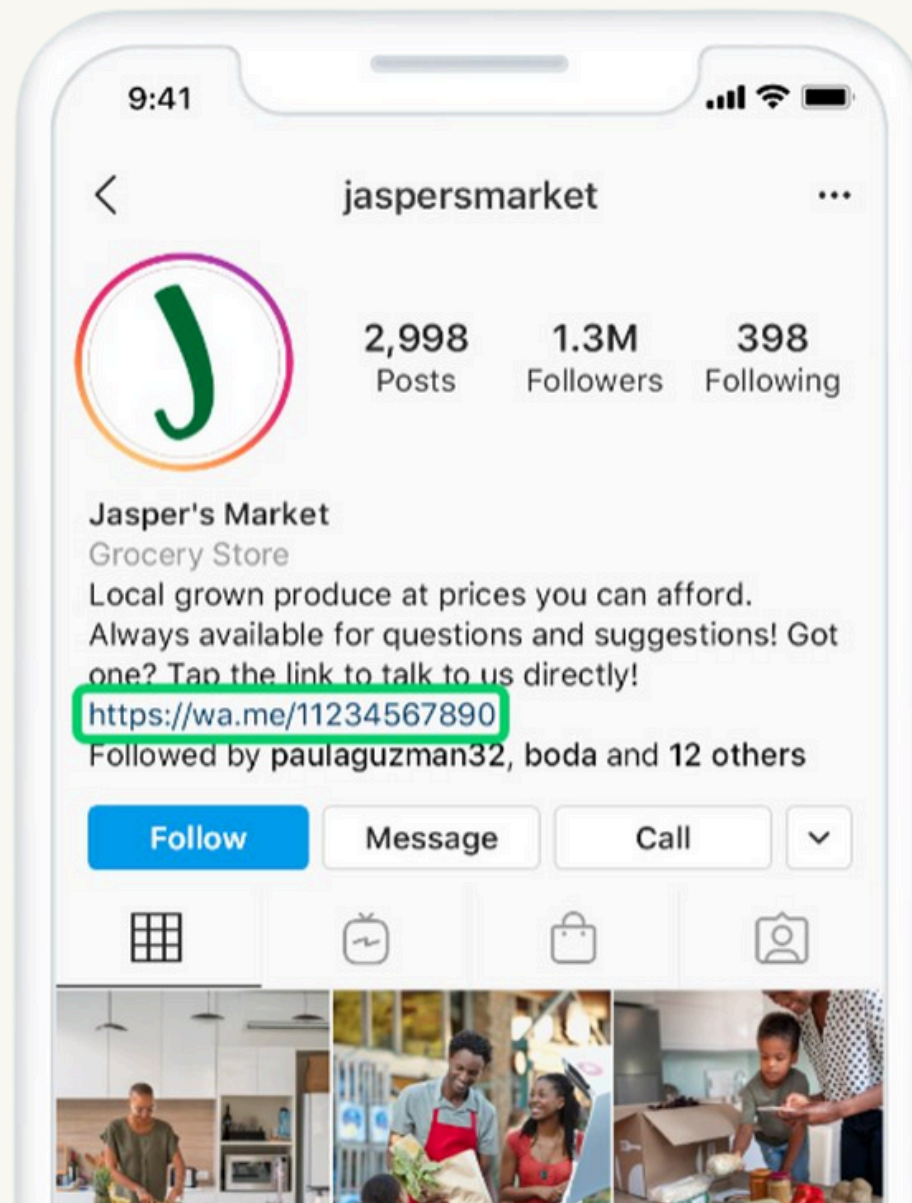


Instagram / Facebook Bot



Carousel Templates

ENTRY POINTS TO WHATSAPP



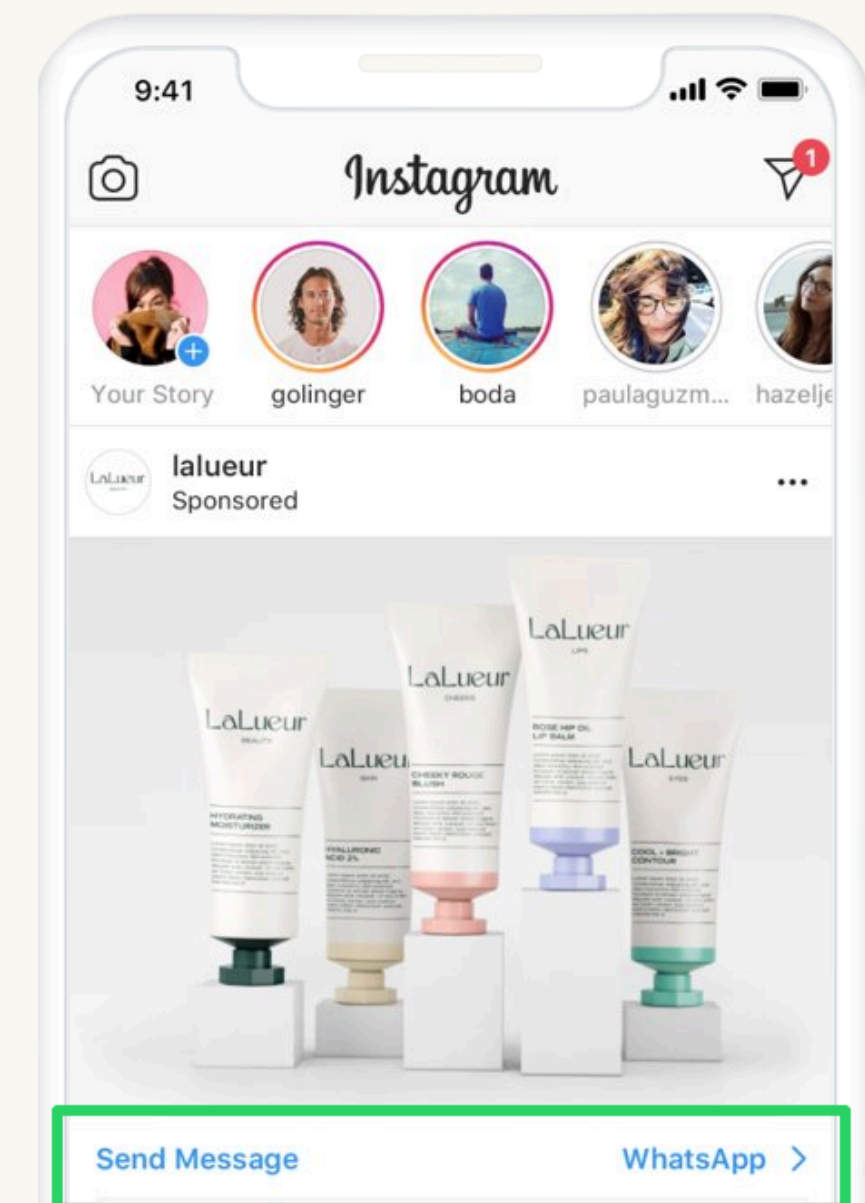
ORGANIC ENTRY POINTS

- Instagram, Facebook, Twitter posts & profiles
- Company Website
- IVR deflection
- Missed call



OFFLINE ENTRY POINTS

- Product packaging
- Out-of-the-house (OOH) advertising
- PR/media news article

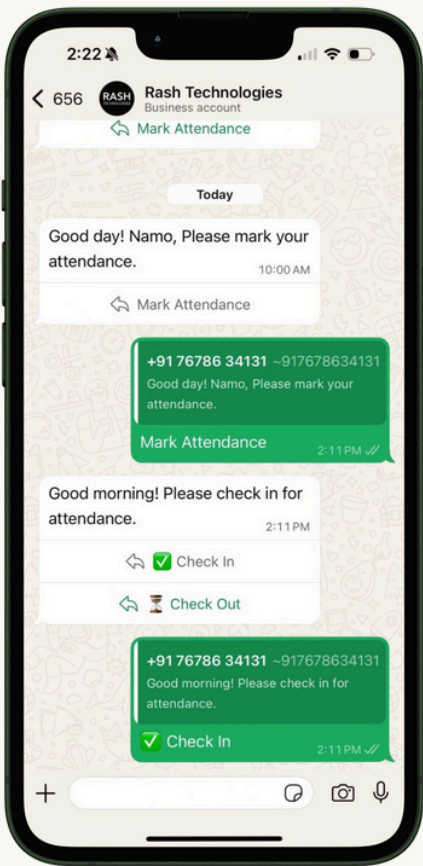


PAID ENTRY POINTS

- Facebook ads that click to WhatsApp
- Instagram ads that click to WhatsApp
- Influencer social media posts
- Search engine ads

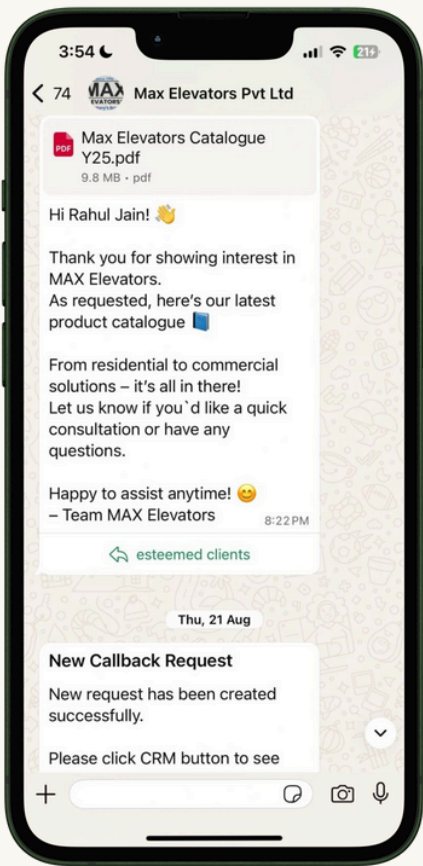
EXPLORING THE VAST POSSIBILITIES

Whatsapp API not only enables Whatsapp based marketing, but can you used to automate several other aspects of your client’s business.
 We at **ORIGIN SYSTEMS** have created several such solutions for our clients.



HUMAN RESOURCE FUNCTION

- Attendance Management System
- Leave Management System
- Timesheet Management
- Sales Person Tracking Suite
- Expense Reimbursement Suite

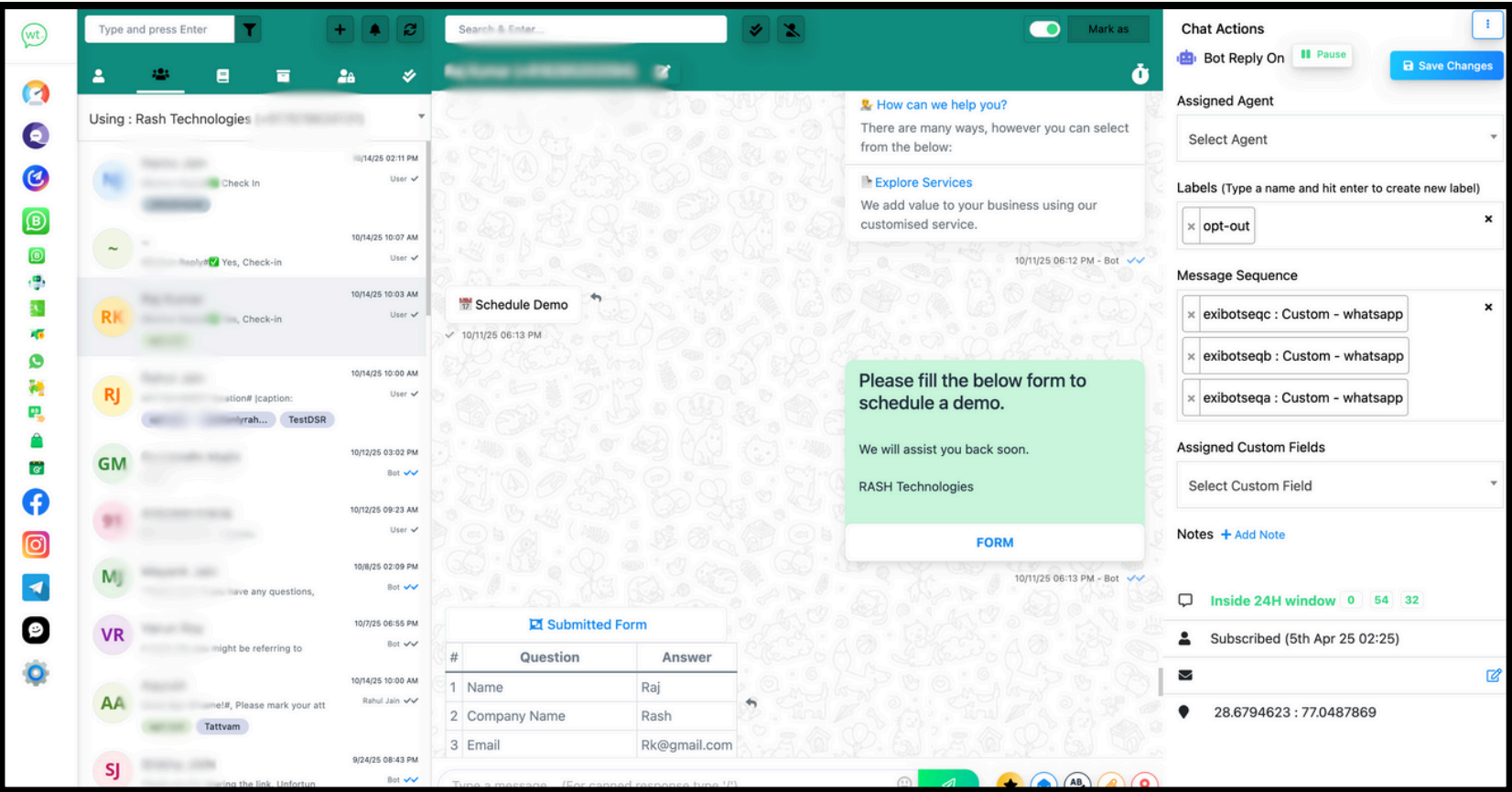


SALES FUNCTION

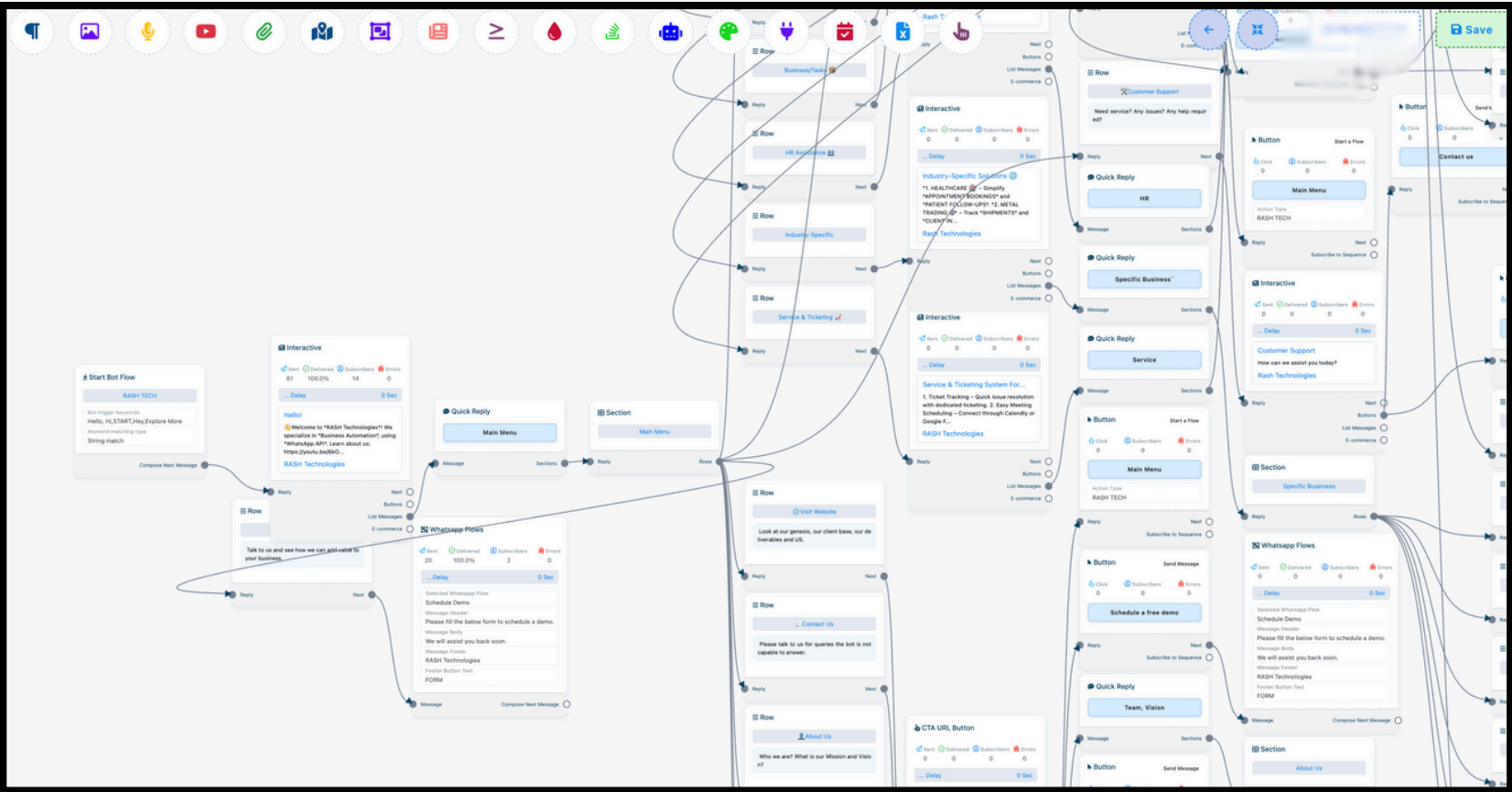
- Quick Quotation System
- Payment and Checkout
- Automated Client Feedback
- Exhibition Management System
- Customer Appointments and Reminders

& more

GLIMPSE OF THE DASHBOARD & OUR ESTEEMED CLIENTS



CHAT WINDOW



BOT WINDOW



WHATSAPP API IN INDIA AT A GLANCE

Active Whatsapp
Business Accounts

50 Million

Active Official
Whatsapp API Users

Less than **5 Million**

Unofficial API Users
banned since July'25

Over **10 Million**

WHY ARE MORE AND MORE BRANDS **NOT USING OFFICIAL WHATSAPP API?**

Here's why:

People **unskilled** at using
WhatsApp API

**Inadequate literature /
content** to educate users

Absence of Personalized /
Localized **support**

WOKIETOKIE ENABLED SOLUTION

We want you to **help us solve** this problem. The idea is to **combine your marketing and client expertise** with **our Tech** to provide solutions that actually work

What We will do :

- Educate you and your team on **how to use the tool**
- Provide **use case directory** and **knowledge sharing sessions** pertaining to the same
- On call / **Localised support services**

What you have to do :

- **Introduce your clients** to the world of Whatsapp automation
- Provide **whatsapp marketing services** to your clients basis what you learn

Estimated Margins per client

Item	Value (INR)	Details
Agency Billing	10000 - 12500	Average managed WhatsApp automation fee
Tool Cost	2550	WokieTokie plan monthly charges
Net Agency Margin	7500 - 10000	Margin before operational costs

CASE STUDY

WokieTokie B2B **Certified Service Partnership** model



CHALLENGE

- No steady income from WhatsApp campaigns.
- Manual setup, no automation or client retention.

SOLUTION

- WokieTokie enabled WhatsApp API automation for a Juhu-based jewellery brand.
- Tattvam managed broadcasts & creatives, earning on both setup and monthly usage.

VALUE ADDED

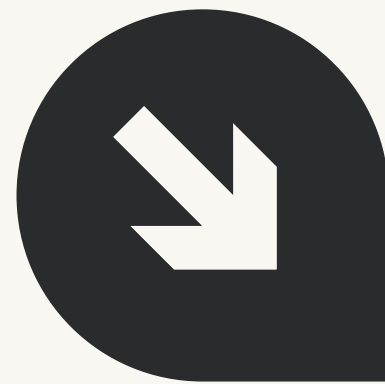
- ₹15K/month recurring client
- 2× faster onboarding
- New revenue stream via resale & services

WAY FORWARD

- ₹90K project underway with a leading retail brand.
- 2–3 automation projects in pipeline for hospitality & education clients.

TESTIMONIAL

“Origen Systems helped us turn WhatsApp into a profit center — easy setup, **recurring income, clear & simpler deliverables** and happy clients.”



(Seize the Opportunity)

Schedule a call – Understand the model – Get onboarded

Contact us at **+91 9013900552 | +91 9971162789**