



We build engaging business communication for
sustainable growth.

About **EFFE**

EFFE aims to create the [best communication tools](#) that help businesses meet the standards of the global market.

EFFE envisions solutions for the future and offers [engaging and interactive user application](#) services to clients all over the world.

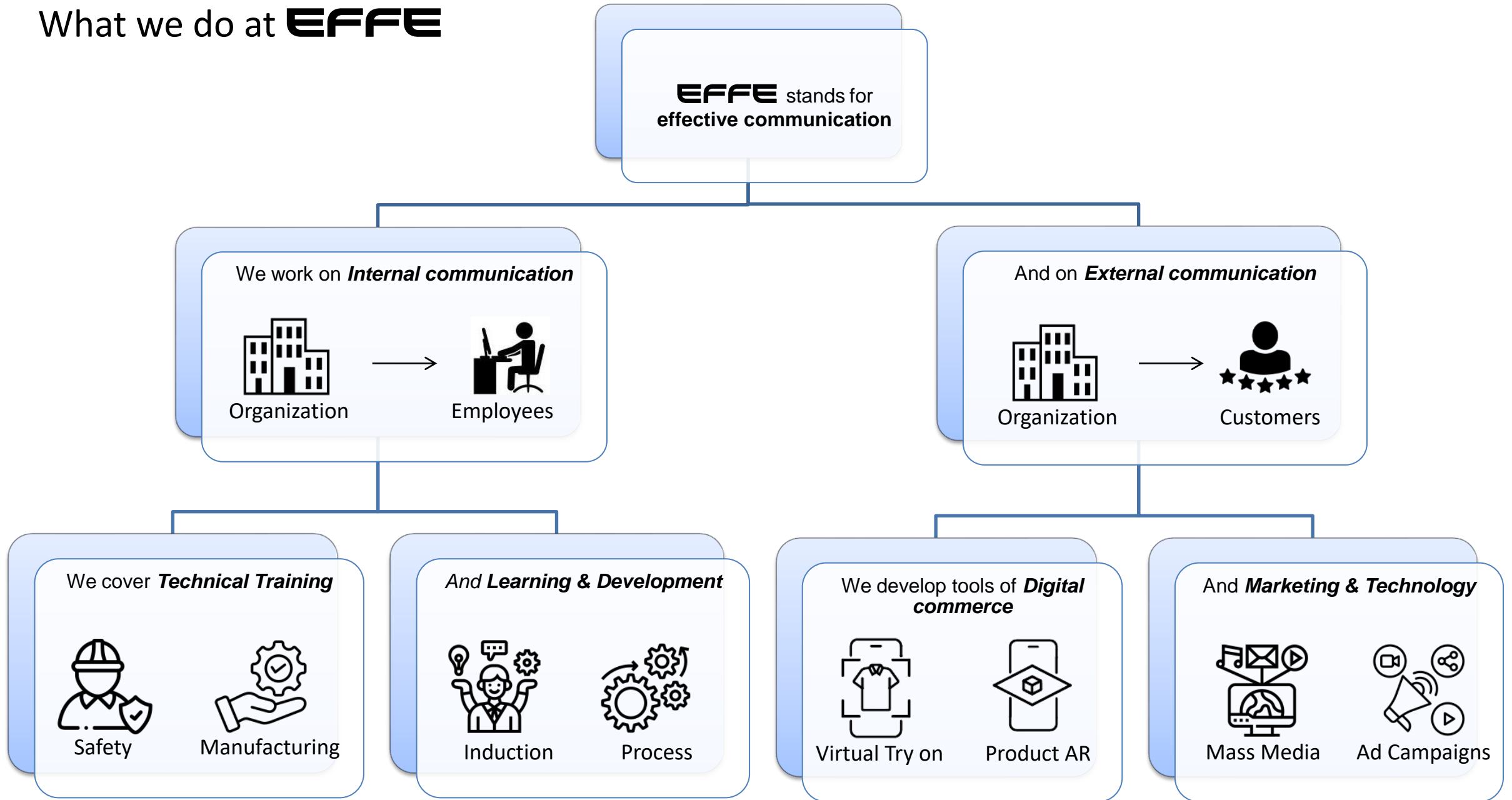
Modern [web apps and engaging 3D experiences](#) are some of the ways we help our customers become more digital.

The focus of our business communication solutions is on [technological innovation](#) and making the path to [long-term growth](#) easier.

The EFFE [connects technologies with businesses](#) that offer full measurement of how well communication works.

EFFE advertises itself as a cutting-edge marketing and technology company that provides the [newest business communications solutions](#). Having an effect on more than 13 countries around the world.

What we do at **EFFE**



Our **MILESTONE**

IN 2017, EFFE ANIMATION, formerly KANNAN CREATIVE SOLUTION, was established as a standalone animation studio focused on creating animated movies and 3D graphics for multiple engineering and manufacturing sectors in Chennai. Key services includes 3D Animation, 3D Rendered Images, and 3D Printing for the global automobile and auto ancillary industries.

EFFE MARKETING was launched **in 2018** to meet customer demand for digital promotions and advertising the videos produced at EFFE Animation . Our portfolio included ad content customizations for many campaigns, leading us to a marketing specialization. We consistently pushed ourselves to expand our marketing network. Today, we excel in communicating consumer demands efficiently and affordably.

In 2019, EFFE CONSULTANCY PVT LTD became a registered successful corporate communication business. Brands and audiences interact with our strategically developed content. We ensure corporate communications are well crafted and distributed. We prioritized client's business goals, so the outcomes are predictable. In the same year EFFE ANIMATION was recognized as 20 most promising 3D Animation service providers in 2019, thanks to Silicon India magazine.

FILMYADS & EFFEX STUDIO was established **in 2020** to meet client need for entire video production and high-quality post-production services. FILMYADS found a market gap that very few companies are providing high-quality ad film concepts and emotional connection to provoke the audience. To meet client marketing goals, our ad filmmakers, movie directors, and creative thinkers created inspiring films.

Our **MILESTONE**

EFFE TECHNOLOGY AND EFFEVERSE were launched **in 2021** to meet the businesses digital transformation demand. We created 3D web apps, online games, campaigns for marketing, and training contents to meet client business goals. Construction, Healthcare, Manufacturing companies, ecommerce firms, e-learning sectors and entertainment division use our AR application, VR Simulations, and Virtual Try-on services to develop dynamic interactions.

SaaS products **MENTOP, REELSMAKER,** and **DSIMILAR** were launched **in 2022**.

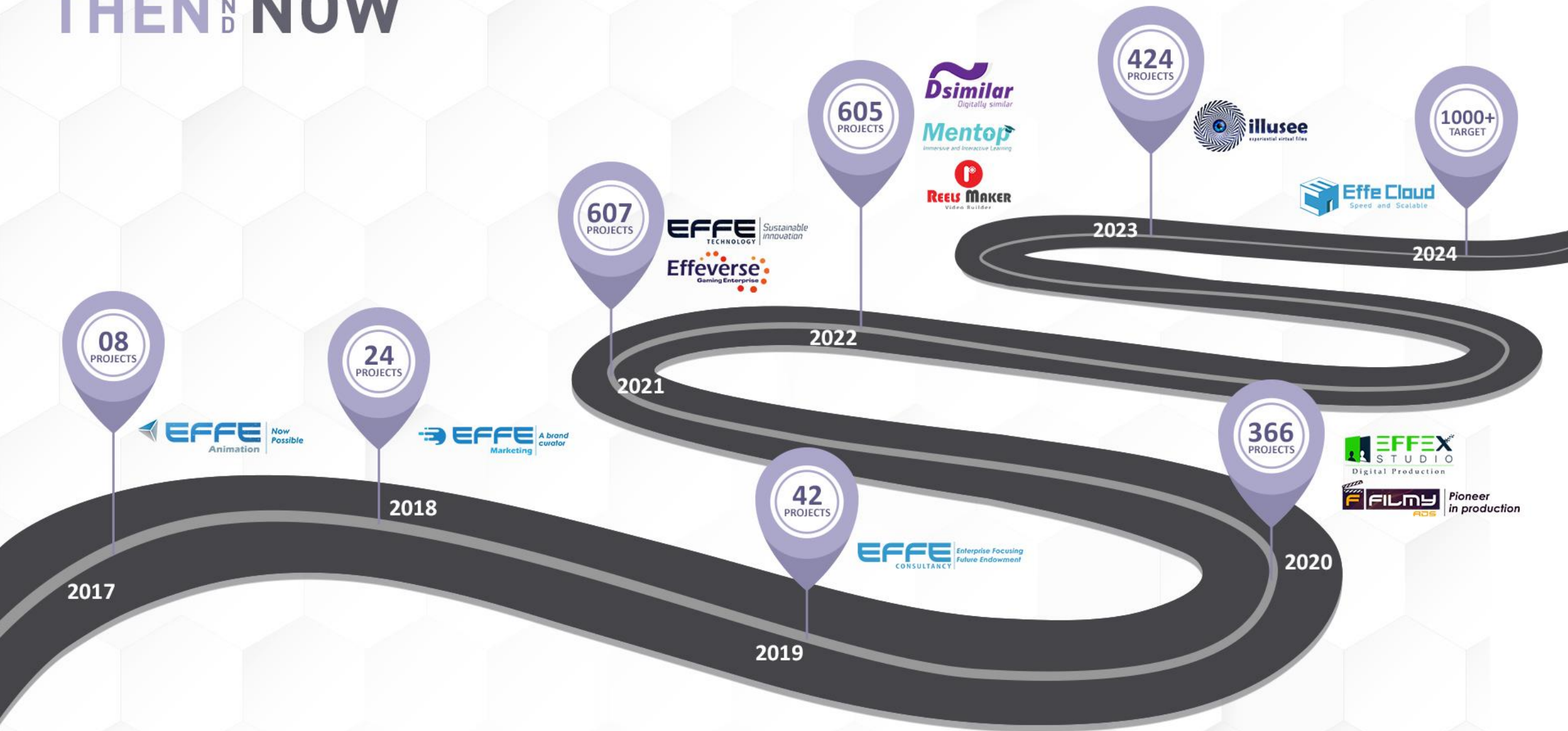
Understanding the importance of employee engagement and training, MENTOP is a mentor friendly LMS platform reshaping corporate training.

For faculty and trainers, we created "REELSMAKER" to unleash the power of e-learning video creation in simple stages. To increase ecommerce sales, DSIMILAR was launched. The tool enhanced conversions and online customer engagement using 3D visualizations, virtual try-ons, and engaging simulations.

In 2023, We launched **ILLUSEE,** an OTT platform. EFFE had been involved with the entertainment industry for a long time and wanted to share our love of films with filmmakers and viewers. To do this, we created an OTT platform called "ILLUSEE" for a specific group of people who enjoy consuming short stories and imbibe the content.

In 2024, We launched **EFFE CLOUD** as we saw how important cloud platforms, storage apps, and data protection were in every project and organization we worked with. This led us to build our own platform, EFFE CLOUD, to meet the cloud computing needs of our current and future clients.

THEN AND NOW



Our **TEAM**

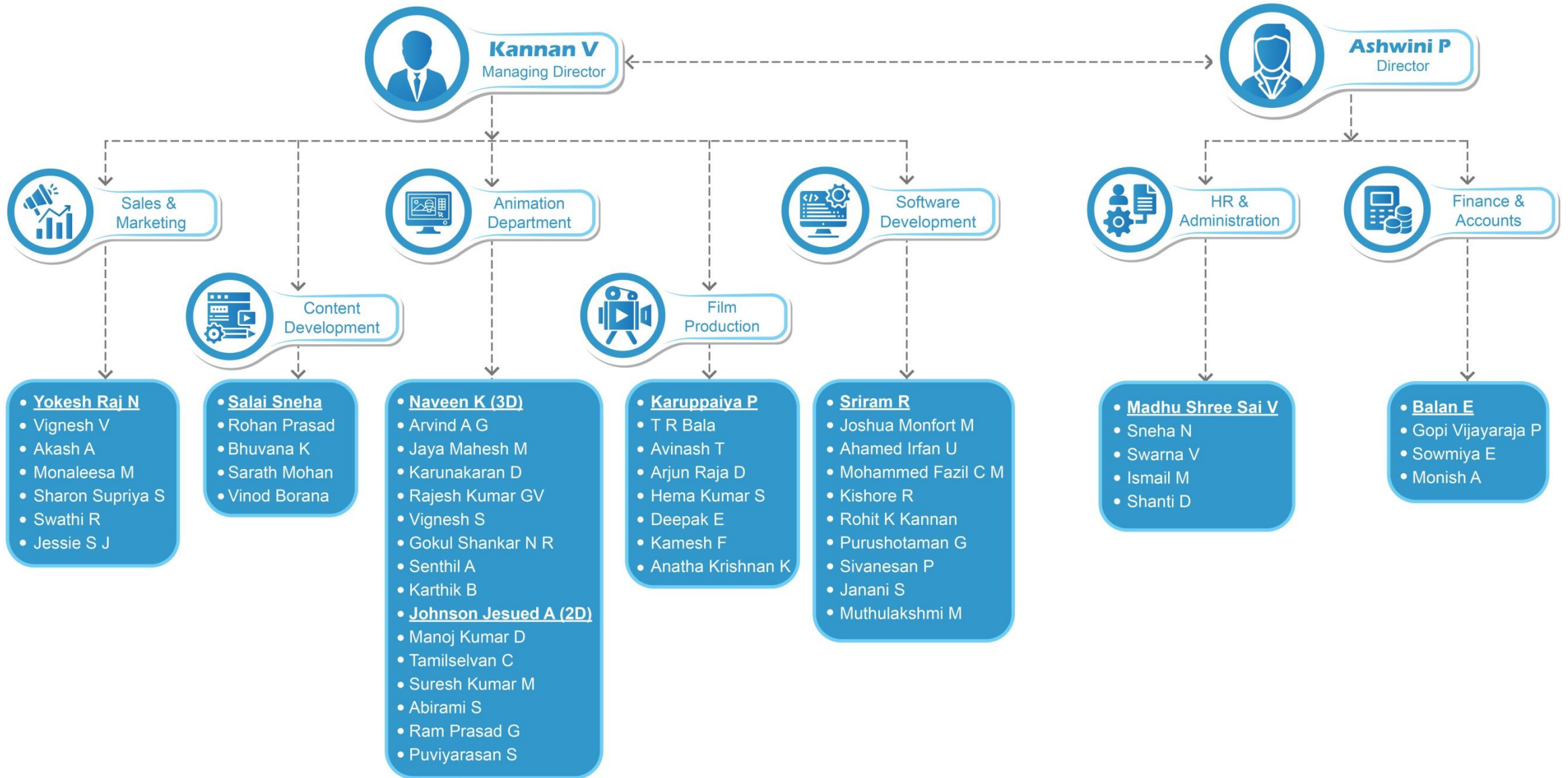
EFFE's dynamic, [multidisciplinary team](#)—Research, Strategy, Marketing, Communication, Content development, Animation, Information Technology, and Film Productions—is fundamental to its success.

The talented [Content Development Team](#) creates appealing visual experiences. They bring thoughts to life using animation tools and production techniques, ensuring every aspect meets client criteria to create immersive and compelling material.

Tech-savvy people on [the Technology Team](#) lead digital innovation. They create cutting-edge solutions to satisfy clients' changing needs using the newest technologies and methods, maintaining EFFE's leadership in technical innovation and digital transformation.

The [Strategy and Production Team](#) oversees project timeframes and resources to guarantee smooth delivery. They work closely with clients to accomplish projects on schedule and within budget and surpass expectations, optimizing EFFE's commitment to excellence throughout all activities.

Our TEAM



What we could **OFFER**:

1. AR/ VR Application development
 1. Product simulation
 2. AR catalogue
 3. VR Training
2. Animated videos
 1. Product marketing video
 2. Training & service videos
 3. EHS video
3. Film production
 1. Corporate video
 2. Ad films
4. E-learning content development
 1. LMS
 2. Video assessment
5. E-commerce application
 1. Product visualizer & configurator
 2. Web/ Mob App
6. Influencer marketing
 1. Pan India multi lingual mass media campaigns
 2. Brand building & celebrity endorsement



Product Simulation

SELECT DOOR TYPE

Single Speed Center Open

Two Speed Sliding Telescopic

BACK

NEXT



- Discover EFFE Technology's cutting-edge online elevator design customization application. The platform integrates virtual reality (VR) technology, revolutionizing the way users personalize elevator designs.
- Witness how customers interact with the application, selecting materials, colors, and finishes to create bespoke elevator designs in a virtual environment. Through immersive VR experiences, EFFE Technology is at the forefront of enhancing design customization in the elevator industry.

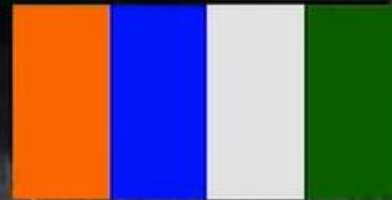
[Watch now](#)

Powered by EFFE

Product Simulation



BODY



RIMS



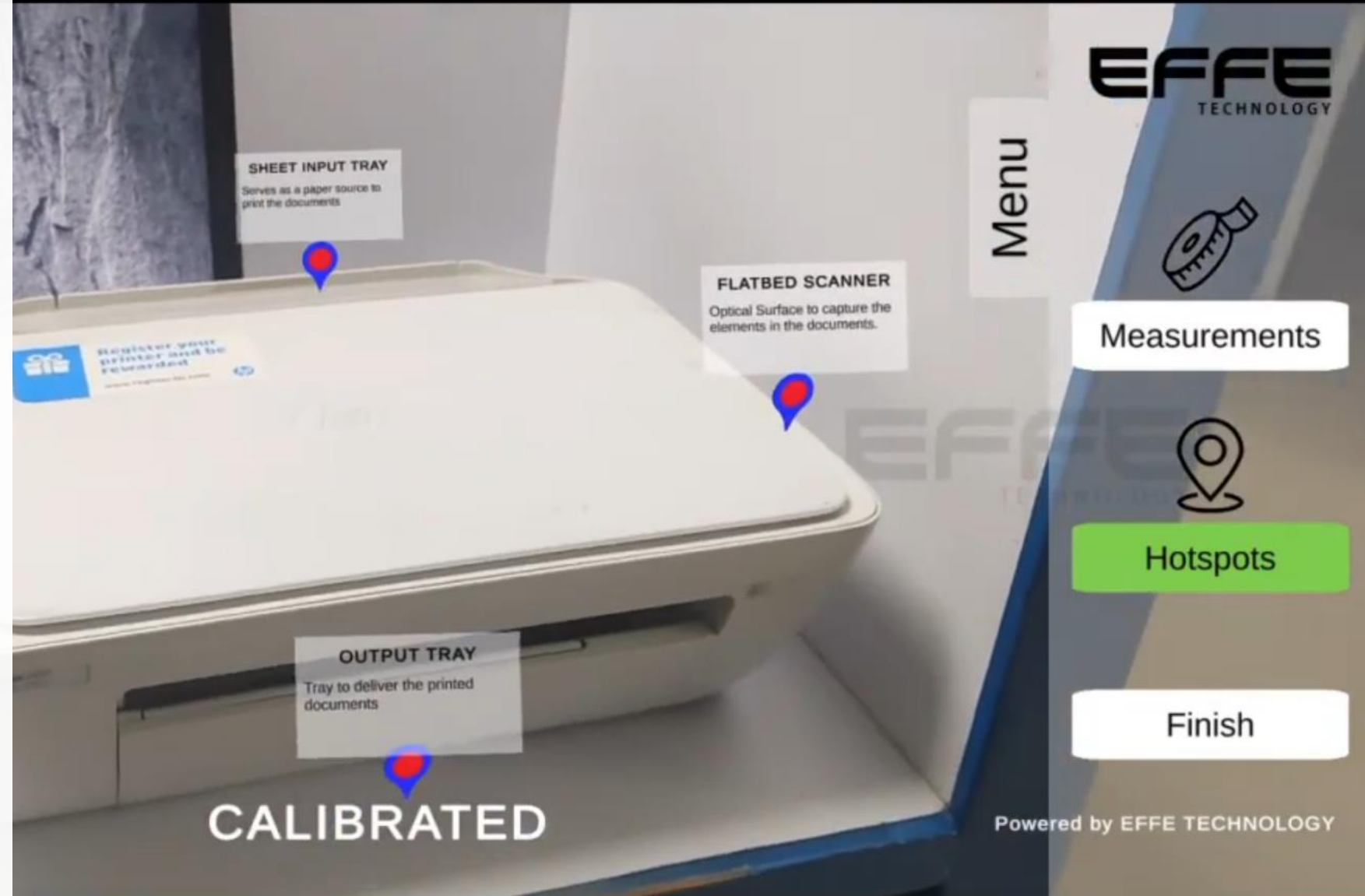
- Immersive VR experiences designed by EFFE Technology. These experiences offer a virtual exploration of car interiors, exteriors, and features, providing a realistic and engaging automotive experience.
- EFFE Technology's VR solutions revolutionize automotive customer engagement by leveraging VR technology, automotive enthusiasts can immerse themselves in lifelike virtual environments, enhancing marketing strategies and delivering unparalleled user experiences.

[Watch now](#)

AR Catalogue

- Embark on an exploration of augmented reality (AR) interactive app development for retail sales through a project presentation by EFFE Technology, Expertise in developing tailored AR interactive apps for retail environments.
- Learn how these apps enhance customer engagement and drive sales, and understand how AR apps provide immersive shopping experiences and facilitate seamless transactions at the point of sale.

[Watch now](#)



VR Training

- Immersive experience provides a 3D virtual walkthrough, offering a detailed exploration of wind turbine operations and structures.
- Through EFFE Technology's VR assessment, users gain insights into wind turbine performance and environmental impact. This interactive experience serves as a valuable tool for educational purposes and wind energy assessment.

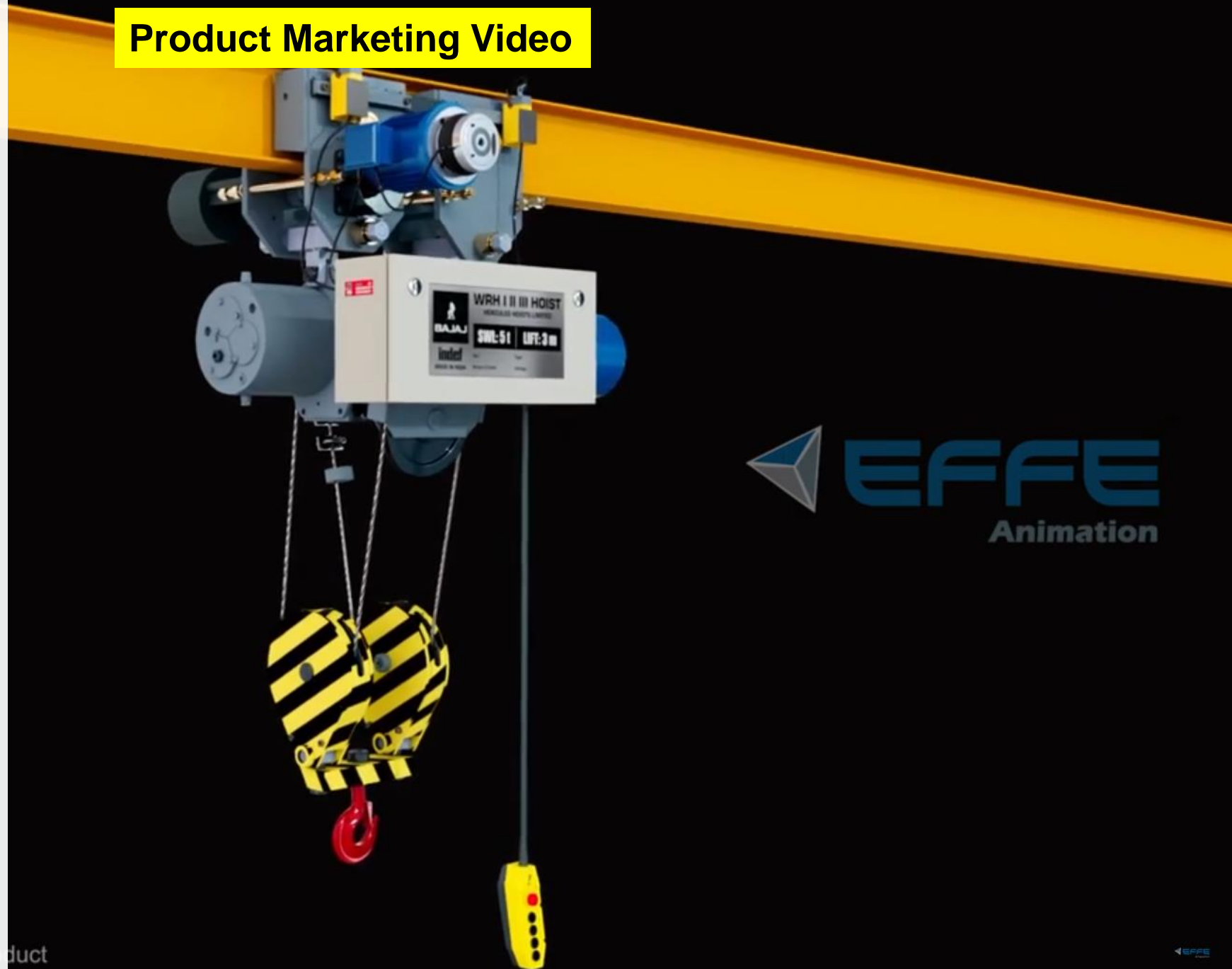
[Watch now](#)



Product Marketing Video

- Embark on a visual journey through wire rope hoists with a captivating progress by EFFE Animation
- Explore EFFE Animation's expertise in 3D product animation and business promotional videos as they intricately showcase the features and functionality of wire rope hoists. Gain insights into their applications and benefits, illustrated through immersive 3D animations, highlighting their role in enhancing efficiency and productivity across diverse industries.

[Watch now](#)



Training & Service Videos

- Gain detailed insights into elevator repair and maintenance procedures, covering common issues, diagnostic techniques, repair methods, and the significance of routine maintenance checks.
- Explore safety protocols, regulations, professional roles, and optimization tips for elevator performance and longevity, making this video a valuable resource for understanding the technical aspects and best practices in elevator maintenance.

[Watch now](#)



EHS Video



- Through captivating 3D animation, viewers are immersed in a dynamic visual narrative that covers essential safety protocols, procedures, and best practices.
- From demonstrating the proper usage of safety equipment to illustrating emergency response protocols, the animation effectively communicates crucial safety information. Topics such as hazard identification, workplace safety guidelines, empowering viewers

Do not return to workplace until all clear signal from ERT HEAD

[Watch now](#)

Corporate video

- Filmy Ads showcases the expertise in compelling corporate films. We demonstrate the ability to effectively communicate the message and values of corporate clients through visual storytelling.
- Our expert team combines creativity with industry insights to deliver impactful visual stories that resonate with your audience. From concept development to final production, we are dedicated to bringing your vision to life on screen

[Watch now](#)



Ad Films

- Ad Films are like tickets to a thrilling movie experience, showcasing your product or service in a way that's impossible to ignore. Imagine your brand on the big screen, captivating audiences and leaving them wanting more.
- Visualize your brand story unfolding in a way that's impossible to ignore, with every frame designed to thrill and excite. Envision your brand's narrative unfolding on the silver screen, every frame carefully crafted to intrigue and excite.

[Watch now](#)



LMS

Mentop

Mentop will make it easier for you to manage your time because it gives you a clear image of user engagement and performance.

- Uncover the extensive range of educational resources available on Mentop, offering Fresher's and Employee's effortless access to a diverse collection of interactive courses, engaging multimedia content, and comprehensive learning materials.
- With its intuitive interface and seamless navigation, Mentop, empowers learners to discover, engage with, and master new concepts at their own pace, fostering a dynamic and inclusive learning environment conducive to success in the digital era.

[Visit now](#)

Video based assessment



EHS Training LMS

Mentop's Environmental, Health and Safety Training LMS is crucial and extremely demanding to make sure that employees are trained and that workforces are being monitored to look out for any mishaps. Large Organizations utilise it for staff training and oversight. Mentop's EHS Training LMS connects management, labour, and faculties with the current process and includes specified reminders.

- Mentop is a gateway for mentoring top-notch skills designed to manage, assess and train your employees and students. Mentop made it easier for you to manage your time
- The groundbreaking video assessment app. Create, share, and analyze video assessments seamlessly. Whether for Training or Interpersonal growth, Mentop offers a user-friendly platform for personalized feedback and skill demonstration.

[Watch now](#)

Product Visualizer & Configurator



Variante:



Home / Fashion Accessories / 360 Viewer and Virtual Try-On eyeglass formal



360 Viewer and Virtual Try-On eyeglass formal

₹1,200.00 **₹999.00**

- Real-Time 3D Product visualization.
- Interactive 360° View of product on the website.
- Labelling of various parts.
- Immersive AR experience.
- Ground Plane Detection.
- Horizontal Placement.
- Simple finger touch operations.

- Uncover the transformative potential of 3D product simulation for E-Commerce through EFFE Technology's project presentation , product simulation services revolutionize the online shopping experience.
- Gain insights into their benefits for E-Commerce businesses and their potential to enhance customer engagement and satisfaction understand the effectiveness of these services in driving growth and innovation in the E-Commerce sector.

[Watch now](#)

Wall

Primary

Secondary

Ceiling

Primary

Floor

Wood

Marble

Tiles

Concrete

Carpet

- Immerse yourself in the world of architectural design with EFFE Technology's 3D Virtual Villa Tour. This virtual experience offers a detailed 360-degree exploration of architectural designs, providing viewers with an in-depth understanding of the layout and features of the villa
- Through advanced VR construction techniques, EFFE Technology brings architectural designs to life, offering clients and stakeholders a realistic preview of the final construction.

[Watch now](#)

Product Visualizer & Configurator



Customize

Next

Powered by EFFE TECHNOLOGY

Web/ Mob App

- Experience the evolution of fashion E-Commerce applications in an insightful project work produced by EFFE Technology, Gain insights into strategies for improving fashion businesses through mobile E-Commerce applications.
- Expanding audience reach and boosting sales, along with essential features to enhance user experience. Gain inspiration from successful case studies highlighting effective implementations in the fashion industry.

[Watch now](#)



Pan India Multi lingual Mass Media Campaigns



- We promote brands and their marketing activities for an organization with a unique emotional connection We adapt to the needs of every client and build an innovative emotional connection to provoke the audience.
- EFFE Marketing leveraged their expertise in media production to help Pristino pure effectively communicate their brand message and connect with their target audience through captivating video ad campaigns.

[Watch now](#)

Brand Building & Celebrity Endorsement

- Explore the vibrant world of the Junior Badminton League through our latest Celebrity promotional advertisement, meticulously crafted by Filmy Ads.
- Witness the endorsement of GV. Prakash as our esteemed brand ambassador. Delve into the creative process behind the advertisement, offering a glimpse into Filmy Ads' expertise in producing captivating promotional content.

[Watch now](#)



FAMILY OF INNOVATIVE BRANDS

EFFE Consultancy, has been consistently building brand and tools that offers digital transformation to businesses across globe. We don't let our clients worry in search of new technology, advancement in communication and all in one roof solution. Through **FILMY ADS**, you may meet your consumers IN-LIVE. Where the camera cannot reach, animation can; Creating stunning 3D graphics using **EFFE Animation** and **EFFEX Studio** visual effects. With AR, VR, and Advanced Applications, **EFFE Technology** focuses on cutting-edge technology to empower your business's branding. **EFFE Marketing** can help you improve your brand and empower your company in the digital landscape. **EFFEVERSE**, creating immersive virtual games that fascinate and engage audiences. **MENTOP** is a cutting-edge LMS platform that is reshaping corporate training. **REELSMAKER** unleash the full power of your video creation in simple steps. **DSIMILAR** an asset management ecommerce platform for managing and streaming augmented reality, virtual try-on and spatial computing material. **ILLUSEE** an over-the-top (ott) platforms for a global audience who enjoys watching short stories by their favorite film directors and storytellers in the entertainment industry.

THANK YOU!



EFFE Animation is a creative studio and technical design company delivering animation as core services across the globe. We offer 3D Animation services on both internal and external communication covering major sectors, includes automotive, construction, manufacturing and engineering companies.

www.ffeanimation.com



Filmy Ads to connect your brand emotionally with your customers. As an advertising agency or ad company, we wanted to support the branding and marketing activity for an organization with a unique emotional connect or personalized brand touch.

www.filmyads.com



EFFE Marketing Agency to increase your customers in every B2C and B2B industrial segments, you can increase your profits and influence your target audience to out rank your competition with Business Advertising Strategies and Digital Media Plan.

www.ffemarketing.com



EFFE Technology, a technology-driven software development company creating a revolution in the marketing industry and online platforms by delivering immersive and interactive user –experiences with customer engagement applications.

www.ffe.technology



EFFEX STUDIO We merge creativity, with a blend of animation, live capture and visual effects to enthrall audience towards the brands we work. Brand reputation depends on the visualization of its brand value and marketing strength.

www.vfxstudio.in



Effeverse pioneers the fusion of Web 3.0, the Metaverse, and blockchain tech. We provide real-time virtual experiences, blending innovation with security. Our upcoming platform focuses on solving finance, banking, e-commerce, e-learning, healthcare, and real estate challenges.

www.ffeverse.com



Best over-the-top (ott) platforms for a global audience who enjoys watching short stories by their favourite film directors and storytellers in the industry. Our private purchasing team invites directors and storytellers to promote or advertise their film debuts here in order to reach the fictitious audience with whom you have always wished to connect.

www.illusee.com



EFFE UAE is an multinational martech (marketing & technology) services and consulting company headquartered in UAE. It is a subsidiary of the EFFE Group and operates across 13 countries.

www.effeuae.com



EFFE Cloud – your premier destination for cutting-edge cloud solutions. From infrastructure and platform services to security and analytics, we provide scalable, reliable, and secure cloud services tailored to your needs. Experience seamless access to your data anywhere. Join us and unleash the power of cloud computing for your business success.

www.effecloud.com



Reels Maker an award winning video making tool for trainers, content creators and marketing professionals. Make custom videos from scratch and showcase the creativity with in you.

www.reelsmaker.app



Mentop is a gateway for mentoring top-notch skills designed to manage, assess and train your employees and students. Mentop made it easier for you to manage your time because it gives you a clear image of user engagement and performance.

www.mentop.app



3D asset management platform for managing and streaming AR/VR, Metaverse, VTO, and Spatial Computing material.

www.dsimilar.app

OUR CLIENTS



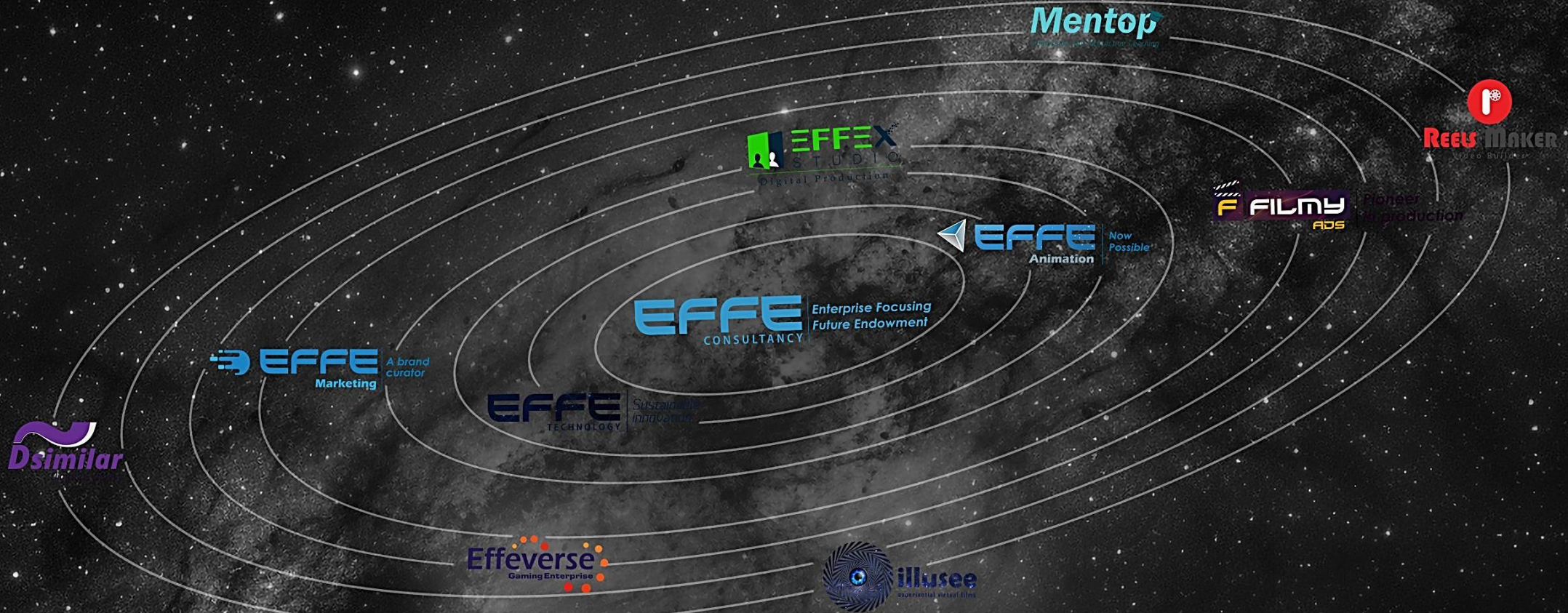
OUR CLIENTS



OUR CLIENTS



THANK YOU!



Explore the meaningful manifestation
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