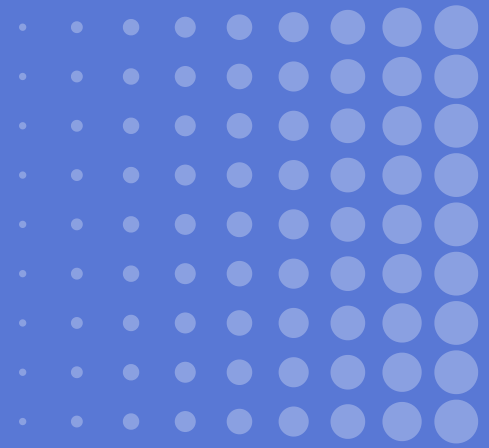




Geofinity Solutions Pvt. Ltd.  
A Platform For Your IT Investments



# COMPANY PROFILE

## 2025



📍 Scan & Find Us

**MORE INFO**

[geofinity.com.np](https://geofinity.com.np)

**CALL US**

+977 9802372660



# COMPANY HISTORY

## 2016 – 2022

### THE GARAGE DAYS

In 2016, visionary Jyoti Khanal founded Joyrush Solutions Pvt. Ltd. alongside two passionate dreamers, armed with a single laptop and a caffeine-driven mission—to craft intelligent IT solutions and meet every deadline, even without making the headlines.

## 2022 – 2023

### THE BIRTH OF OPTERP

In 2022, Joyrush evolved into Geofinity Solutions Pvt. Ltd., marking a bold new chapter with the launch of OptERP—an innovative ERP powerhouse transforming healthcare, education, manufacturing, and retail sectors, and empowering businesses toward greater success.

## 2024 – 2025

### GOING GLOBAL

With years of experience and international contacts, Geofinity partnered with Outix (Australia) and KLHealth (USA), then expanded OptERP with shiny modules for healthcare, manufacturing, and retail—an Olympic-worthy feat in ERP customization.

## 2025 – >>>

### THE RISE CONTINUES

The company has grown to 15 talented team members with dozens of satisfied clients across Health, Manufacturing, and Personal Care domains, and has been involved in many projects globally. It has developed over 5 innovative products and is ready to achieve even greater success ahead.

# OUR VISION

---

To become a globally trusted technology partner by delivering innovative and intelligent ERP and offshore solutions that empower businesses to thrive. Guided by integrity, we build relationships rooted in trust and transparency. With an unwavering focus on customer-centricity, we craft tailored solutions that truly meet the needs of our clients. Embracing future-forward excellence, we continuously evolve with technology to help organizations scale sustainably in an ever-changing digital landscape.

# OUR MISSION

---

- 01 Innovation:** We strive to deliver cutting-edge ERP and software solutions that solve real business challenges with creativity and technology.
- 02 Integrity:** We uphold transparency, honesty, and ethical practices in every interaction and decision we make.
- 03 Customer-Centricity:** Our clients are at the heart of everything we do ; we listen, adapt, and build solutions that drive their success.
- 04 Future-Forward Excellence:** We embrace emerging technologies and global standards to deliver scalable, sustainable, and forward-thinking digital solutions.

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# PROBLEMS

## FRAGMENTED BUSINESS OPERATIONS

Most businesses operate on siloed systems — HR, finance, CRM, inventory, and projects often don't communicate well, leading to inefficiencies, duplication, and errors.

## LIMITED DIGITAL INSIGHT & AUTOMATION

Organizations lack tools for predictive analytics, automation, or real-time decision-making, resulting in delayed actions and poor forecasting.

## COST & RIGID ERP IMPLEMENTATIONS

Enterprise-grade ERP systems are often prohibitively expensive and difficult to customize for growing SMEs or emerging markets like Nepal.

## LACK OF INDUSTRY-SPECIFIC ERP SYSTEMS

Generic ERP solutions fail to meet specific workflow, compliance, and reporting needs across verticals like healthcare, construction, education, or retail.

## SECURITY & DATA COMPLIANCE CONCERNS

Many businesses worry about data integrity, access control, and compliance, especially when handling sensitive customer or operational data.

## TALENT GAPS - COMMUNICATION BARRIERS

Global companies often struggle with cultural gaps, time zone misalignment, and communication challenges when outsourcing development.



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# GEOFINITY'S SOLUTIONS

## ◆ OPT-ERP SOLUTION

A customizable, scalable ERP system designed to streamline operations across industries like healthcare, retail, education, and construction—empowering businesses with real-time insights and automation.

## ◆ DIGITAL MARKETING

End-to-end product marketing services including digital campaigns, branding, content strategy, and performance analytics—ensuring your product reaches the right audience with measurable impact.

## ◆ MOBILE APP DEVELOPMENT

Geofinity Solutions develops high-quality, cross-platform mobile apps with intuitive design, robust functionality, and seamless performance—empowering businesses to enhance customer engagement, streamline operations, and accelerate growth in a mobile-first world.

## ◆ CONTENT MANAGEMENT

Robust CMS solutions that enable easy creation, management, and distribution of digital content—helping organizations maintain dynamic, user-friendly websites and portals.

## ◆ WEB & CLOUD SERVICES

Design, development, deployment, and hosting of responsive websites and cloud-native applications—ensuring performance, security, and scalability in the digital age.

## ◆ CRM SOLUTION

Geofinity Solutions offers smart CRM systems that centralize customer data, automate interactions, and optimize workflows—driving loyalty and growth. We also provide lead data services to fuel your sales pipeline and boost conversions.



## WHAT IS OPTERP?

OptERP is a versatile Enterprise Resource Planning solution based on ERPNext (GNU GPL v3 Licensed) that helps businesses streamline their operations across multiple industries. Whether you're running a small startup or managing a large enterprise, OptERP adapts to your specific needs with comprehensive modules covering finance, inventory, human resources, customer relationships, supply chain, and project management. The platform offers specialized configurations for key sectors including healthcare, education, manufacturing, retail, and construction, making it a one-stop solution for optimizing business processes regardless of your industry or company size.

## FEATURES

- Streamlined Implementation
- Custom Solutions
- Expert Training & Support
- Seamless Integration
- Efficient Data Migration

## CORE MODULES

- HR & Payroll
- Accounts
- Asset Management
- Inventory
- CRM
- Projects

## DOMAIN

-  **HEALTH CARE INDUSTRIES**
-  **MANUFACTURING INDUSTRIES**
-  **PERSONAL CARE INDUSTRIES**
-  **RETAIL & WHOLESALE BUSINESS**

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# CONTENT MANAGEMENT

## CRAFTING EXCEPTIONAL WEBSITES

Geofinity's CMS is designed with flexibility, scalability, and ease of use in mind, making it a robust solution for businesses across industries including education, retail, corporate sectors, and service providers. Our website development services help businesses create engaging, responsive, and secure websites that stand out online.

- ✓ **Responsive Design**  
Optimized for all devices and screen sizes for best User experience.
- ✓ **Customizable Solutions**  
Tailored features to meet your unique needs.
- ✓ **SEO-Ready**  
Built with best practices for higher search rankings.
- ✓ **Highly Secure**  
Advanced security measures to protect your data.

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# DIGITAL MARKETING

## AMPLIFY YOUR ONLINE PRESENCE WITH EXPERT DIGITAL MARKETING

We offer tailored digital marketing strategies designed to enhance your brand's visibility, engage your target audience, and drive sustainable growth across all digital channels.

- ✓ **Search Engine Optimization**  
Optimize your website for better search engine rankings
- ✓ **PPC Advertisement**  
Drive traffic with targeted pay-per-click ads.
- ✓ **Content Writing**  
Engage your audience with compelling content.
- ✓ **Social Media Management**  
Build your brand presence on social platforms.

**"Your Strategic Partner in Achieving Digital Success"**

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# CLOUD SERVICES

## EMPOWERING YOUR BUSINESS WITH INNOVATIVE DIGITAL SOLUTIONS

At Geofinity Solutions Pvt. Ltd., we empower your business with reliable, scalable, and secure cloud services designed to optimize performance and accelerate growth. Our comprehensive cloud solutions enable seamless data management, flexible infrastructure, and cost-effective scalability—letting you focus on innovation while we handle the technology.

- ✓ **Cloud Migration:** Smooth, secure transition of your systems to the cloud with minimal downtime.
- ✓ **Cloud Hosting & Infrastructure:** Robust, scalable cloud hosting tailored to your business for unmatched reliability and performance.
- ✓ **Data Storage & Backup:** Secure, redundant, accessible cloud storage solutions protecting your critical data.
- ✓ **Disaster Recovery:** Rapid recovery plans ensuring your business stays resilient against disruptions.
- ✓ **Managed Cloud Services:** Proactive monitoring, maintenance, support to keep your cloud environment optimized 24/7.
- ✓ **Custom Cloud Solutions:** Tailored cloud architecture and services meeting unique demands of your industry and workflows.





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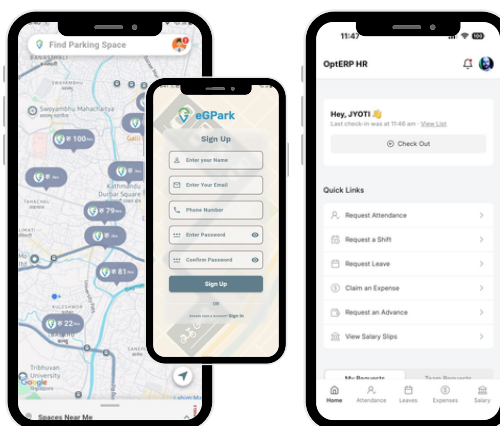
# MOBILE APP DEVELOPMENT

## TRANSFORM YOUR IDEAS INTO POWERFUL MOBILE EXPERIENCES

We craft innovative, user-friendly mobile apps tailored to your business needs, ensuring seamless performance across all platforms. Our mobile app development services help businesses create engaging, user-friendly apps that elevate customer experience and drive growth. We combine innovation with technical expertise to bring your app ideas to life.

- 
**Cross-Platform Compatibility**  
 Develop apps that run seamlessly on both iOS and Android.
- 
**Customizable Solutions**  
 Tailor-made apps designed to fit your business needs.
- 
**Secure and Scalable**  
 Ensure robust security and scalability as your app grows.
- 
**User-Centric Design**  
 Focus on intuitive interfaces and engaging user experiences.

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# PRODUCT OVERVIEW



OptERP is an all-in-one Enterprise Resource Planning (ERP) platform developed by Geofinity Solutions Pvt. Ltd., designed to streamline and automate core business operations across various industries. With a focus on flexibility, scalability, and user experience, OptERP helps organizations reduce manual tasks, improve efficiency, and gain real-time insights into their operations.



**BRINGING IDEAS & INNOVATION  
TO LIFE THROUGH TECHNOLOGY**



## KEY-FEATURES

- **Modular Architecture** – Choose only the features your business needs, from finance and inventory to HR and CRM.
- **User-Friendly Interface** – Clean design with intuitive navigation, tailored for both technical and non-technical users.
- **Cloud & On-Premise Deployment** – Offers flexibility in hosting and ensures data security and accessibility.
- **Real-Time Reporting & Analytics** – Generate dynamic reports, monitor KPIs, and make data-driven decisions.
- **Role-Based Access** – Secure and customizable access levels for administrators, staff, and managers.
- **Multi-Branch Support** – Ideal for businesses operating across multiple locations or service points.





# OptERP HEALTHCARE SOLUTION

**Integrated Hospital &  
Clinic Management  
System**



**OptERP – Healthcare** is a modular ERP system for hospitals, clinics, and diagnostics centers. It integrates clinical, administrative, and financial workflows, enhancing patient care, staff efficiency, and operations. Suitable for all facility sizes, it includes EHR, OPD/IPD, billing, pharmacy, diagnostics, and more in one unified platform.

## FEATURES

- End-to-End Solution
- Electronic Health Records (EHR)
- Customizable Modules
- User Role Management
- Integrated Billing & Insurance
- Real-Time Reporting & Dashboards
- Local Adaptation

### Consultation

- Make Appointment
- Appointments
- Emergency
- Emergency List
- Take Vitals
- All Vitals
- Make Encounter
- All Encounters

### Inpatient

- Make IPR
- All IPRs
- Material Request
- IPD Service Billing
- New IPD Transfer
- All IPD Transfers

## COMING SOON

- AI -Module
- Mobile App
- Telemedicine Integration
- International Expansion





## OptERP MANUFACTURING SOLUTION

Complete ERP Solution  
for Smart Manufacturing



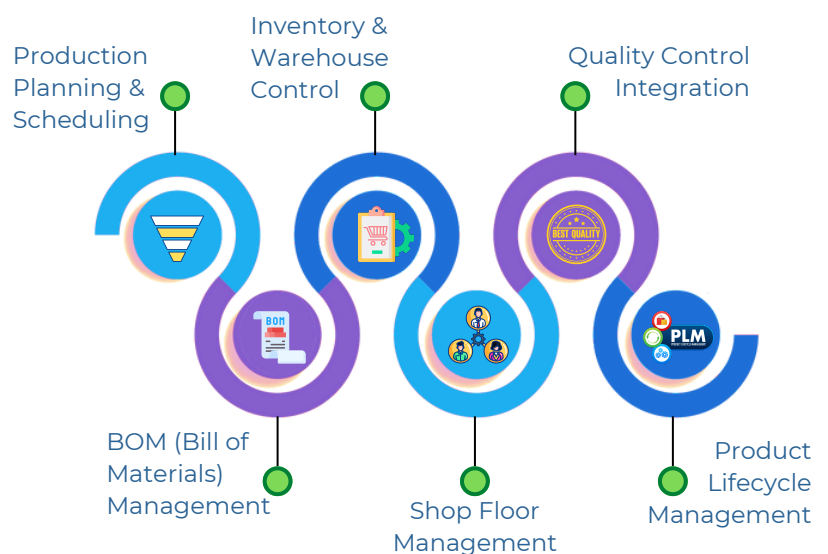
**OptERP – Manufacturing** is a powerful, integrated ERP system designed to digitize and optimize the entire production lifecycle, from raw material procurement to finished goods delivery. Whether you're managing a small-scale workshop or a multi-line factory, OptERP ensures efficiency, accuracy, and growth.

### FEATURES

- Production Planning & Scheduling
- BOM (Bill of Materials) Management
- Inventory & Warehouse Control
- Shop Floor Management
- Quality Control Integration
- Work Order Automation
- Costing & Waste Analysis
- HRM & People
- Customer & CRM
- Delivery & Logistics

### COMING SOON

- Merchandise Mobile Monitoring
- Export-Oriented Support





## OptERP CUSTOMER RELATIONSHIP MANAGEMENT

Smart CRM for Smarter  
Customer Relationships



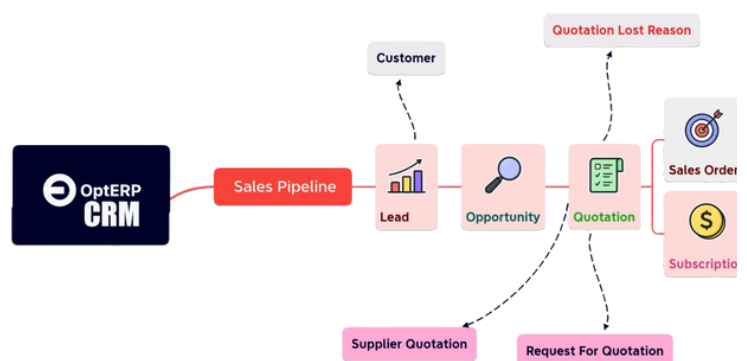
**OptERP - CRM** is a dynamic, customizable Customer Relationship Management system designed to help businesses centralize customer data, streamline communication, manage sales pipelines, and improve customer service. With built-in automation and powerful analytics, OptERP CRM enhances productivity, ensures better customer engagement, and drives growth.

### FEATURES

- Fully Integrated with ERP
- Customizable Dashboards
- Sales Pipeline Management
- Task & Activity Scheduler
- Automated Lead Campaign
- Data-Driven Decisions

### COMING SOON

- SME Digital Adoption
- Cloud Expansion
- Vertical Customization
- Global Expansion
- AI & Automation Integration





## OptERP RETAIL MANAGEMENT

Smart ERP for Smarter  
Retail Operations



**OptERP – Retail** is a smart ERP solution for modern retail businesses, streamlining sales, inventory, HR, and accounting. Ideal for single stores to multi-branch chains, it features real-time data, intuitive POS, and centralized control—boosting efficiency, reducing losses, and enhancing customer satisfaction across all retail operations.

### FEATURES

- End-to-End Retail Automation
- Real-Time Inventory Tracking
- Integrated Point of Sale (POS)
- Customer & CRM Management
- Multi-Store Management
- Accounting & Finance
- HRM & Workforce Tools
- Localized Features

### COMING SOON

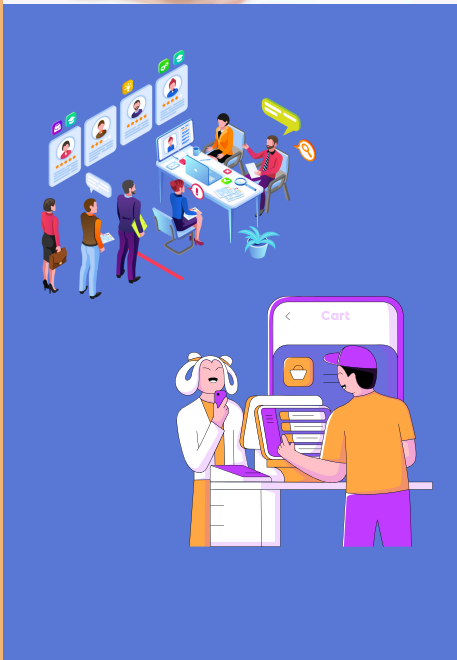
- Retail Modernization Trend
- Omni-Channel Expansion
- Mobile Apps for Retailers
- Vendor & Supplier Portals





## OptERP PERSONAL CARE

Smart ERP for Beauty,  
Wellness & Salon  
Businesses



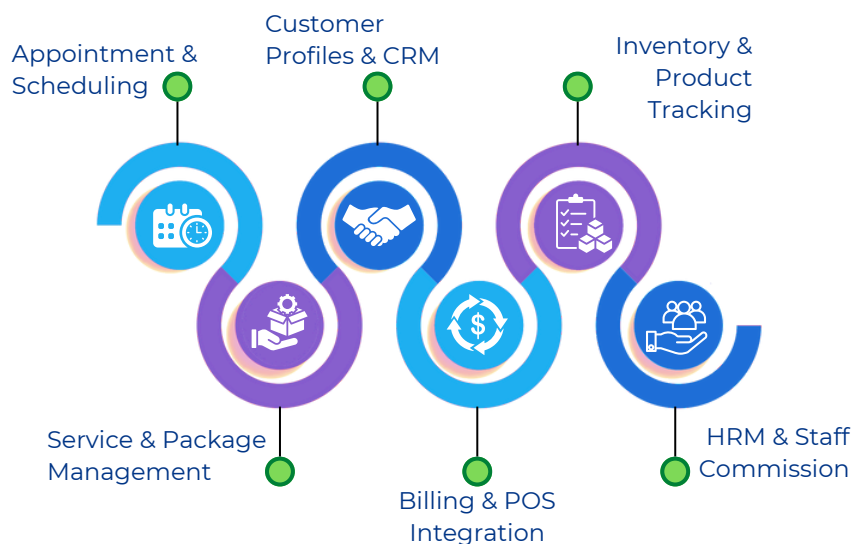
**OptERP – Personal Care** is a cloud ERP for salons, spas, and wellness centers. It manages appointments, billing, inventory, and staff, streamlining operations and enhancing client experiences. Suitable for single or multi-branch setups, it helps improve efficiency, customer satisfaction, and overall business growth.

### FEATURES

- Appointment & Scheduling
- Service & Package Management
- Customer Profiles & CRM
- Billing & POS Integration
- Inventory & Product Tracking
- HRM & Staff Commission
- Multi-Branch Control
- Mobile-Friendly & Localized

### COMING SOON

- Booming Wellness Industry
- Integration with E-Commerce
- Loyalty & Membership Expansion
- Mobile Apps for Clients & Staff
- Franchise Management





# OptERP - PACKAGE TIERS

<b>Basic</b> Startups / Small Businesses <b>₹ 5,000 /m</b>	<b>Standard</b> Growing Businesses / SMEs <b>₹ 10,000 /m</b>	<b>Enterprise</b> Large Enterprises / Complex Verticals <b>₹ 25,000 /m</b>
<ul style="list-style-type: none"> <li>✓ Sales &amp; Purchase Orders</li> <li>✓ Inventory Management</li> <li>✓ Accounting</li> <li>✓ User Management</li> </ul>	<ul style="list-style-type: none"> <li>✓ Sales &amp; Purchase Orders</li> <li>✓ Inventory Management</li> <li>✓ Accounting</li> <li>✓ CRM</li> <li>✓ User Management</li> </ul>	<ul style="list-style-type: none"> <li>✓ Sales &amp; Purchase Orders</li> <li>✓ Inventory Management</li> <li>✓ Accounting</li> <li>✓ Asset Management</li> <li>✓ HR &amp; Payroll</li> <li>✓ CRM</li> <li>✓ User Management</li> </ul>

Specialized modules are available as add-ons to the core OptERP packages for (Hospitals, Manufacturing, Personal Care and others). Pricing varies depending on module complexity and customization needs.

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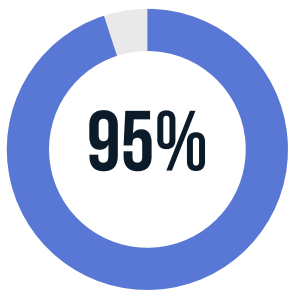






# KEY SUCCESS METRICS

Geofinity Solutions is your strategic partner in digital transformation—driven by innovation, fueled by expertise. We blend cutting-edge technology with industry insights to deliver custom ERP, CRM, cloud, and web solutions tailored to your business goals. Whether you're in healthcare, retail, education, or construction, our scalable products like OptERP streamline operations, improve decision-making, and accelerate growth.



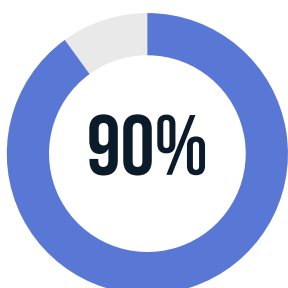
## CLIENT SATISFACTION

Our clients stick with us longer than their favorite coffee mug—because we deliver solutions that just work.



## PROJECT SUCCESS RATE

We launch projects like rockets—fast, focused, and rarely off-course. 98% success and counting!



## EMPLOYEE SATISFACTION

Happy teams build awesome things—ours laugh together, grow together, and occasionally fight over snacks.





# MARKET SIZE



## GEOFINITY IN NEPAL AND BEYOND

We are located in

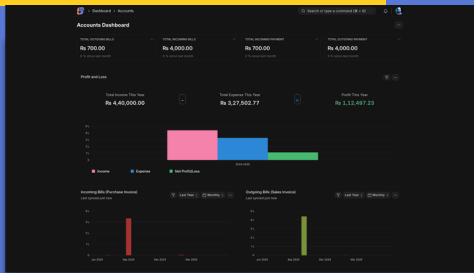
-  Nepal
-  United States of America
-  Australia



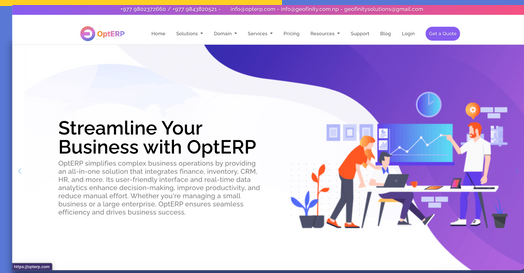


# ERP-SOLUTION'S PORTFOLIO

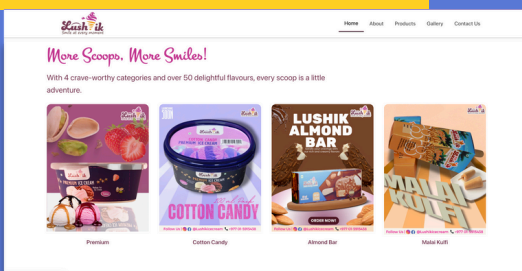
## ACCOUNTS & BILLING SOLUTION



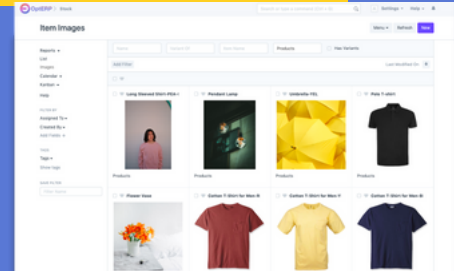
## ERP SOLUTION



## PRODUCTION & INVENTORY



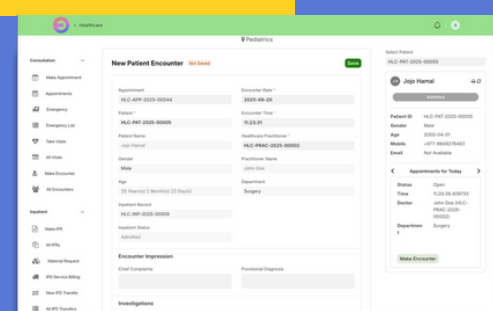
## POS & E-COMMERCE



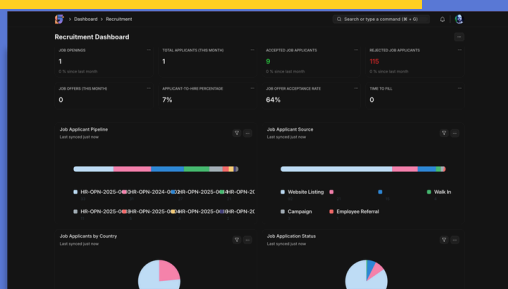
## PERSONAL CARE - (Beauty & Salon)



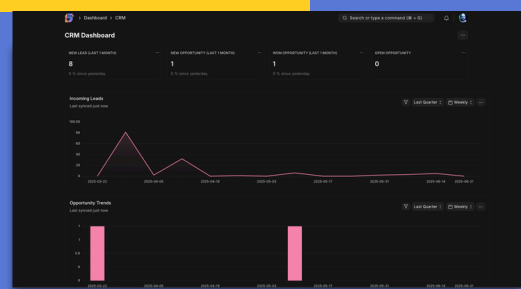
## HEALTH CARE / HOSPITAL



## RECRUITMENT & HRM SOLUTION

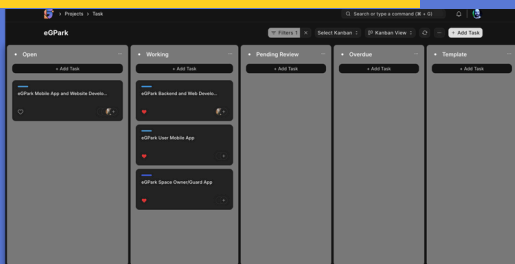


## CRM SOLUTION

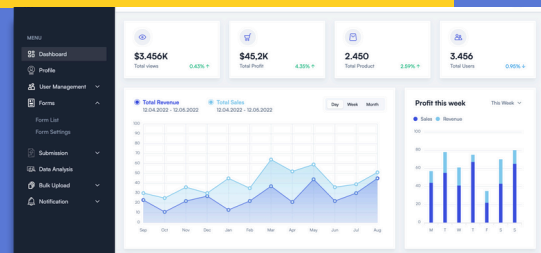


# OTHER PRODUCTS & PROJECTS PORTFOLIO

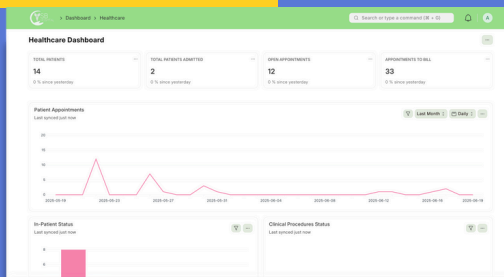
## PROJECT MANAGEMENT



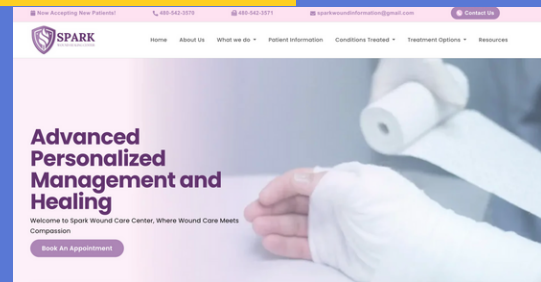
## OptField MONITORING



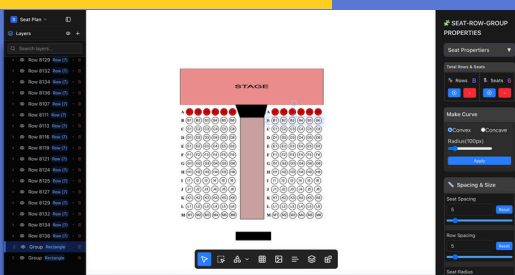
## EMR SOLUTION



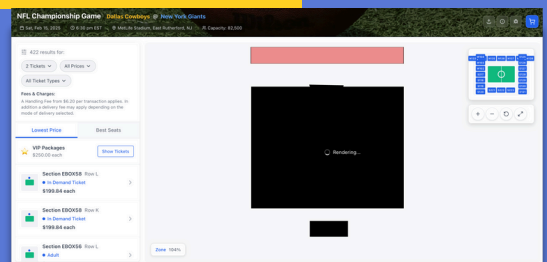
## WOUND CARE



## SEAT LAYOUT DESIGNER



## SEAT BOOKING



## MOB APP SOLUTION

Bringing ideas & innovation  
to life through technology



# TECHNOLOGY STACK



## FRONTEND

- HTML5, CSS3, JavaScript – Core for responsive and accessible UI
- React.js, Vue.js, Svelte – Modern frameworks for dynamic, interactive applications
- Bootstrap, Tailwind CSS – Rapid and clean design implementation
- Figma, Adobe XD, Canva – UI/UX design and prototyping



## BACKEND

- Python (Django, Flask) – For scalable web and API development
- Node.js, Express.js – Lightweight and event-driven server architecture
- PHP (Laravel) – Structured development for web apps and portals
- Java – Enterprise-grade systems and integrations



## DATABASE

- PostgreSQL, MySQL – Robust relational databases
- MongoDB – NoSQL solution for flexible data handling
- SQLite – Lightweight DB for embedded and mobile applications
- Redis – In-memory data caching for performance optimization



## ERP & CRM

- OptERP – Our proprietary ERP/CRM solution tailored for various industries
- Frappe/ERPNext – Custom modules and integration



## MOBILE APP

- Flutter, React Native – Cross-platform mobile development

# OUR MAJOR CLIENTS



**OUTIX AUSTRALIA**



**KL HEALTH USA**



**TL GROUP USA**



**SB HEALTH CARE**



**ANENEKA BEAUTY SALON**



**MOONSTAR FOODS**



**GIZ**



**SITIRA CONSULTING**



**ACE SCHOOL**



**SPARK WOUND CARE**



**IMMORTAL GROUP**



**LUSHIK ICECREAM**



# WORDS FROM THE CEO & FOUNDER

**Teamwork  
Efficiency****92%****Healthy Office  
Environment****96%**

At Geofinity Solutions, we began with a simple vision; to create smart, scalable, and impactful digital solutions that truly make a difference. What started as a small team with big dreams has grown into a dynamic company driving innovation across industries like healthcare, education, manufacturing, and retail.

Our journey has always been rooted in integrity, dedication, and a relentless pursuit of excellence. We don't just build software; we build trust, long-term partnerships, and solutions that empower businesses to thrive in a rapidly evolving digital world.

As we continue to grow, our commitment remains the same: to deliver quality, embrace innovation, and serve our clients with passion and purpose. The future is bright, and we're just getting started.

---

**JYOTI KHANAL**  
**CEO & FOUNDER**  
**GEOFINITY SOLUTIONS PVT. LTD.**



# THANK YOU



## WE ARE READY TO ASSIST YOU

We are ready to assist you with innovative solutions tailored to your needs. At Geofinity Solutions, our team is committed to providing reliable, efficient, and future-ready technology that helps you grow and succeed. Whether you're looking to streamline operations, enhance productivity, or embrace digital transformation, we're here to support you every step of the way. Let's work together to turn your challenges into opportunities—because your success is our priority.



Geofinity Solutions Pvt. Ltd.  
A Platform For Your IT Investments



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Nepal



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info@opterp.com



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Product : opterp.com



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<https://x.com/GeofinitySol>



<https://www.instagram.com/geofinity2016/>

BRINGING IDEAS & INNOVATION  
TO LIFE THROUGH TECHNOLOGY

## TEAM GEOFINITY

