PROFESSIONAL
PROFILE

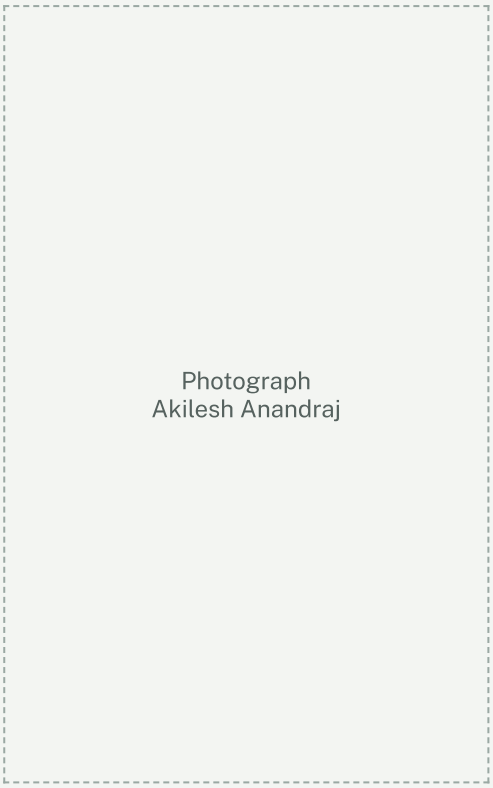
Akilesh Anandraj & Ruben Savio

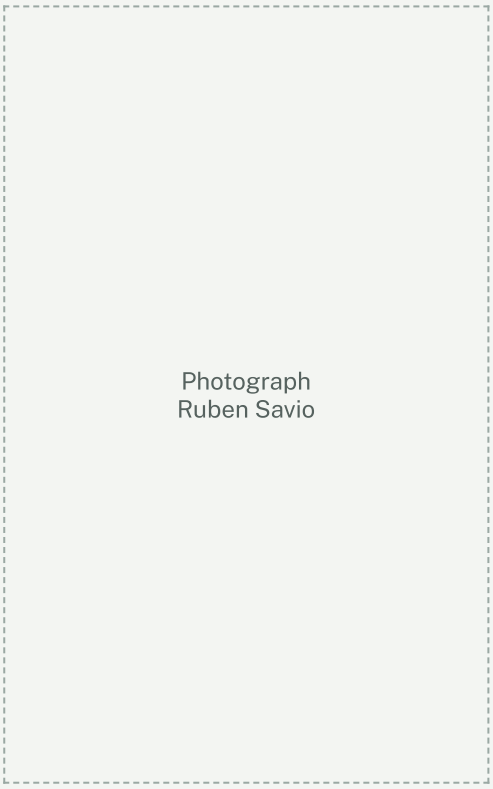
Product builders · Technology leaders · AI and automation for institutions, businesses and founders

Akilesh Anandraj
Founder & CEO, Greyfeathers Studios
Data platforms at Samsung scale · Google · McKinsey

Ruben Savio
CTO, Greyfeathers Studios
Former Co-founder & CTO, Baaz · R&D, James Hardie (Chicago)

Combined track record
100+ products built · 20+ AI applications · software for 23 institutions





PHONE to add

WEB greyfeathers.io

EXECUTIVE PROFILE

Builders who turn real operations into working software

Akilesh Anandraj and Ruben Savio are product builders and technology leaders who work as a pair. They run Greyfeathers Studios, an AI-native product studio in Coimbatore, India. Between them they have designed, built and run more than 100 products: consumer platforms at national scale, data systems at Samsung scale, institution-wide administration for a 23-institution education group, fleet operations for hundreds of buses, and AI that reads documents, listens to calls and watches road video.

Their work sits where business operations meet software. They start from how an organisation actually runs (its registers, approvals, vehicles, people and paperwork) and build systems that make that work visible, accountable and faster, with AI used where it removes manual effort and rules kept where decisions must be auditable.

> *"Software is only valuable when the people who run the operation use it every day."*

100+ Products built across both founders' careers	**20+** AI applications in production or proof of concept	**23** Institutions running on systems we built
~300 Buses run on our fleet platform	**~20,000** Students moved by that fleet every day	**1M** Viewers served on a single live stream
$12M Annual GMV on a commerce platform we built	**80+** Code repositories behind our AI review gate	**13** Surfaces we ship on, from web and mobile to car HUDs

WORKING LENS

Understand the operation before writing code. Build the smallest system that changes how people work, put it in their hands quickly, then grow it from what they actually use.

HOW WE HELP

What we can do for your organisation

We work with four kinds of partners. In every engagement one of us stays personally involved from the first conversation to delivery, and our studio team in Coimbatore does the building.

INSTITUTIONS · COLLEGES, SCHOOLS, HOSPITALS, TRUSTS

Run the whole institution on one system

- Learning, records, correspondence, fees, transport, clinic, alumni and canteen on one platform
- Web, Android and iOS apps for every role, from chairman to student
- Proven across the 23 institutions of a single education group
- AI that answers questions from your own documents and policies

BUSINESS OWNERS · COMPANIES AND SMES

Move from paper, calls and spreadsheets to systems

- Operations software for teams, fleets, field staff and approvals
- AI that takes calls, reads documents, prepares quotes and screens candidates
- Customer apps and portals that work with your existing tools
- Dashboards that show owners what is happening, every day

INTERNATIONAL PARTNERS

A delivery team in India, working to your standards

- Clients served in India, the United States, Canada and Singapore
- Products shipped in English, German and Hindi
- Complete work packages delivered alongside a partner's own team
- Ready to deliver for clients in new markets through local partners

FOUNDERS AND INVESTORS

A technology partner from first version to scale

- A first working product in weeks, built with real users
- CTO-level leadership for early-stage products
- A clear review of an existing product and team: how it is built, where it slows down, what it costs
- Experience scaling a consumer platform to 1M live viewers and a team of about 100

How an engagement starts

1 · Talk	A conversation about the problem, the people involved and what success looks like.
2 · Review	A short review of the operation or product, ending in a written plan with priorities, effort and cost.
3 · Build	Delivery in phases, with working software in users' hands early and improved from their feedback.

FOUNDER PROFILE

Akilesh Anandraj: data at scale, products from first principles

Photograph
Akilesh Anandraj

Founder & CEO, Greyfeathers Studios

Akilesh founded Greyfeathers Studios and leads it today. His background is in large-scale data and engineering: at Samsung he built data platforms handling data at trillion-byte scale, and he has worked with Google and McKinsey.

Among his notable work is a location-triangulation system that infers position from movement signals and uses those patterns to model households and audiences for advertising, the kind of problem where data engineering, algorithms and product judgement meet.

Expertise

- Large-scale data platforms and pipelines
- Location intelligence and audience modelling
- Backend architecture for multi-tenant products
- AI systems: model gateways, agents, retrieval
- Fintech engines, including a home-loan management engine

Leadership

- Founded the studio and grew it on its own products first
- Leads client relationships and enterprise engagements
- Hands-on in core builds: Godfather, Switchboard, Braid, Klarytee
- Sets the studio's AI-native way of building
- Keeps the team small, senior and accountable

Products he started before client work

Product	What it does	Year
The Beautiful Menu	Lets a restaurant's menu do the talking: digital menus and ordering	2022
ProfilePot	Profiles collected and kept current, with a hiring-side view	2023
YABA	Personal finance: accounts, loans, expenses, savings and goals	2023
AI Podcaster	An AI podcast host that records and interviews you; the studio's first AI product	2024

FOUNDER PROFILE

Ruben Savio: from engineering R&D to products at national scale

Photograph
Ruben Savio

Chief Technology Officer, Greyfeathers Studios · Former Co-founder & CTO, Baaz

Ruben is a mechanical engineer turned product builder. After a master's at the University of Texas at Arlington, where his thesis was filed for patent by CommScope, he spent two years in R&D at James Hardie in Chicago.

In 2018 he returned to India as the first employee of a startup and built its products in sequence: a geofenced ad network in Uber cabs, a hyperlocal video Q&A app, and Baaz, India's first live video shopping platform, which he co-founded and led as CTO.

Stage	Milestone
Education	B.E. Mechanical Engineering, Sri Krishna College, Coimbatore; M.S. Mechanical Engineering, University of Texas at Arlington. Thesis on telecom antenna frame structures, filed for patent by CommScope.
R&D	Two years at James Hardie, Chicago: competitor benchmarking, pultrusion die optimisation and thermal simulation.
2018	Geofenced ad network on tablets in Uber cabs, built with Uber India. Profitable in its first year.
Loka	Hyperlocal video Q&A app: 10,000 users in its first two months.
Baaz	Co-founder and CTO of India's first live video shopping platform: about $12M annual GMV, live streams reaching up to 1M viewers, and an engineering team grown from the first hire to about 100.
Automotive	Software connecting head-up displays to cars, and outdoor-activity apps for smart glasses.
Today	CTO of Greyfeathers Studios: AI-native delivery, institutional platforms, fleet systems and AI products.

IN HIS WORDS

"I'm not Batman and never wanted to be. I'm the best Robin you'll find": strategy, empathy with founders and teams, and getting things shipped.

THE STUDIO WE RUN

Greyfeathers Studios: AI-native, and kept small on purpose

Greyfeathers Studios began as Akilesh's own product studio, building and launching its own products before taking on client work. Ruben joined as CTO and brought a decade of building and scaling consumer and mobility products. Today the studio is a ten-person team in Coimbatore, kept small by choice, with clients in India, the United States, Canada and Singapore.

The team builds with AI at every step of delivery, which lets a small group ship complete products quickly: first versions in days to weeks, not quarters, and production systems that institutions and companies run every day.

What we build

- **Full-stack products**: web, Android, iOS, desktop and backend
- **Machine learning**: vision, language, retrieval and voice
- **Algorithms**: routing, auctions, optimisation, location intelligence
- **Data platforms**: pipelines, analytics and dashboards
- **Enterprise automation**: paper and manual workflows turned into systems
- **Product design**: research, UX and UI, design systems, prototypes
- **DevOps and cloud**: infrastructure as code, CI/CD, monitoring, cost control

How we work

- Map the real process first: who does what, where it waits, what is on paper
- Design with the people who will use it, not only those who approve it
- Build frontend and backend in parallel on agreed contracts
- AI-written tests and an AI review gate on every change
- Ship early to real users, then improve from their feedback
- AI prepares the work; people and auditable rules make the decisions

Where our software runs

Web · Android · iOS · Desktop · Car head-up displays · In-vehicle tablets · Smart glasses & wearables · AR · Browser extensions · Phone lines (voice AI) · Camera & dashcam feeds · Live video streams · SDKs & AI-agent tools

STUDIO PRINCIPLE

Digitise only after the process is simple. Make status and responsibility visible to the person who decides. Enter information once and reuse it everywhere.

EDUCATION & INSTITUTIONS

A digital backbone for a 23-institution education group

For Vivekanandha Educational Institutions in Tamil Nadu, Greyfeathers builds the systems that run the group day to day: learning, records, correspondence, transport, health services and alumni, one platform across 23 institutions on web, Android and iOS.

Systems in use

- **Learning management**: built around the institution's real structure, from chairman to classroom
- **Thapal (e-office)**: inward and outward correspondence, routing, escalation and SLAs
- **DocuRepo**: records with classification, OCR search and versions
- **Fee tracking**, live at several institutions
- **Live analytics**: feature usage per college, for leadership

Operations and campus life

- **Fleet management** for ~300 buses and ~20,000 students a day
- **Clinic app** for the group's healthcare services
- **Alumni platform** connecting graduates to the institution
- **Canteen operations**: menu, kitchen queue, wastage and analytics
- **File tracking** through the people who must touch each file

23
Institutions on one platform

Web · Android · iOS
Role-based access for every user

One record
Entered once, reused across systems

> *"Automation is valuable only when it simplifies responsibility, improves visibility and strengthens accountability."*

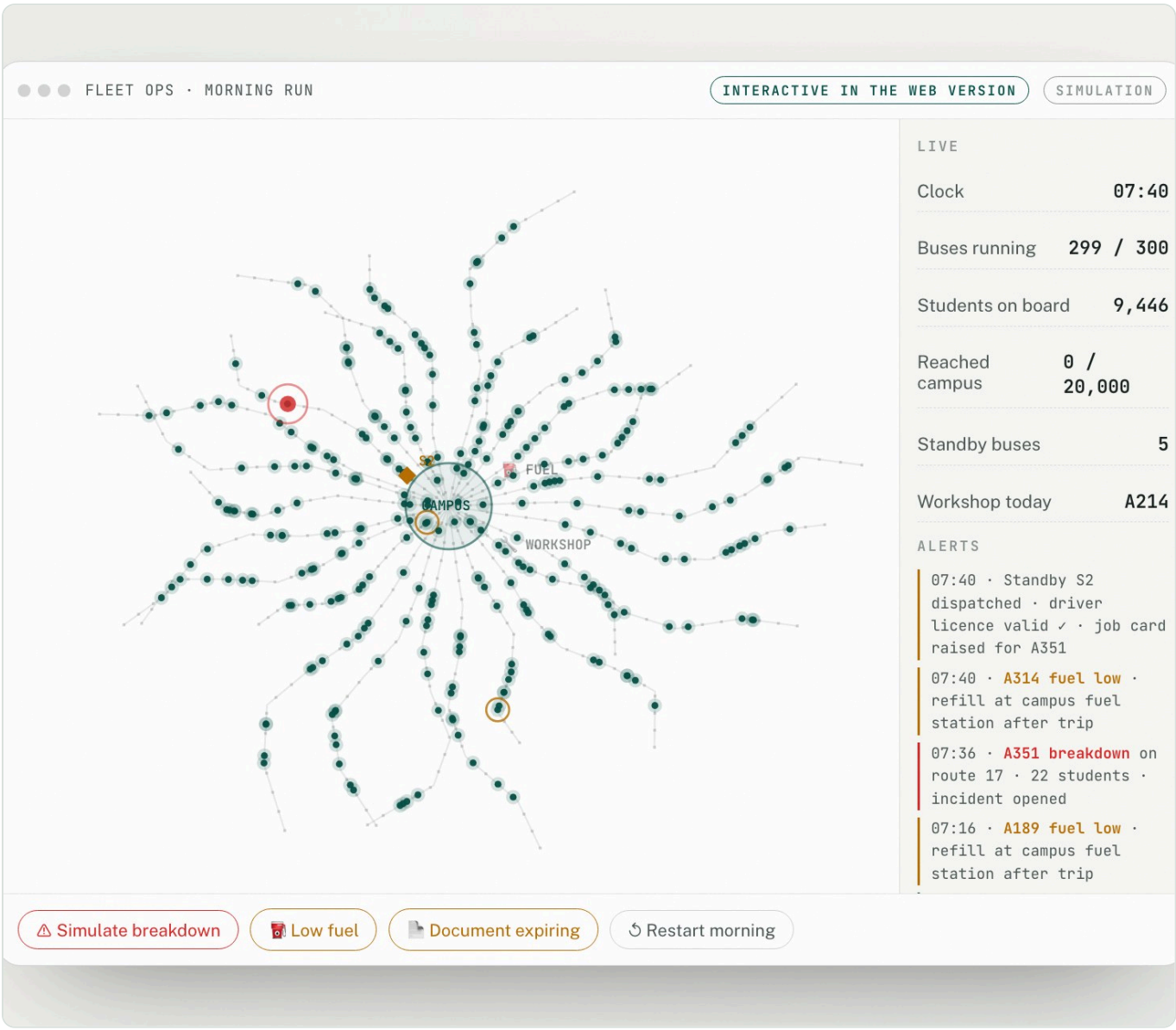
APPROACH

Each module starts from the institution's own registers and approval paths. Differences between colleges are handled as configuration, so every institution runs one common process.

FLEET OPERATIONS

Running ~300 buses for ~20,000 students, every day

One system replaced paper registers, route PDFs and phone calls for everyone who keeps the fleet moving: managers, drivers, cleaners, bus in-charges, the workshop, the fuel station and security.



Fleet operations: a morning run with a breakdown, standby dispatch and fuel alerts (from our interactive demo)

Operations

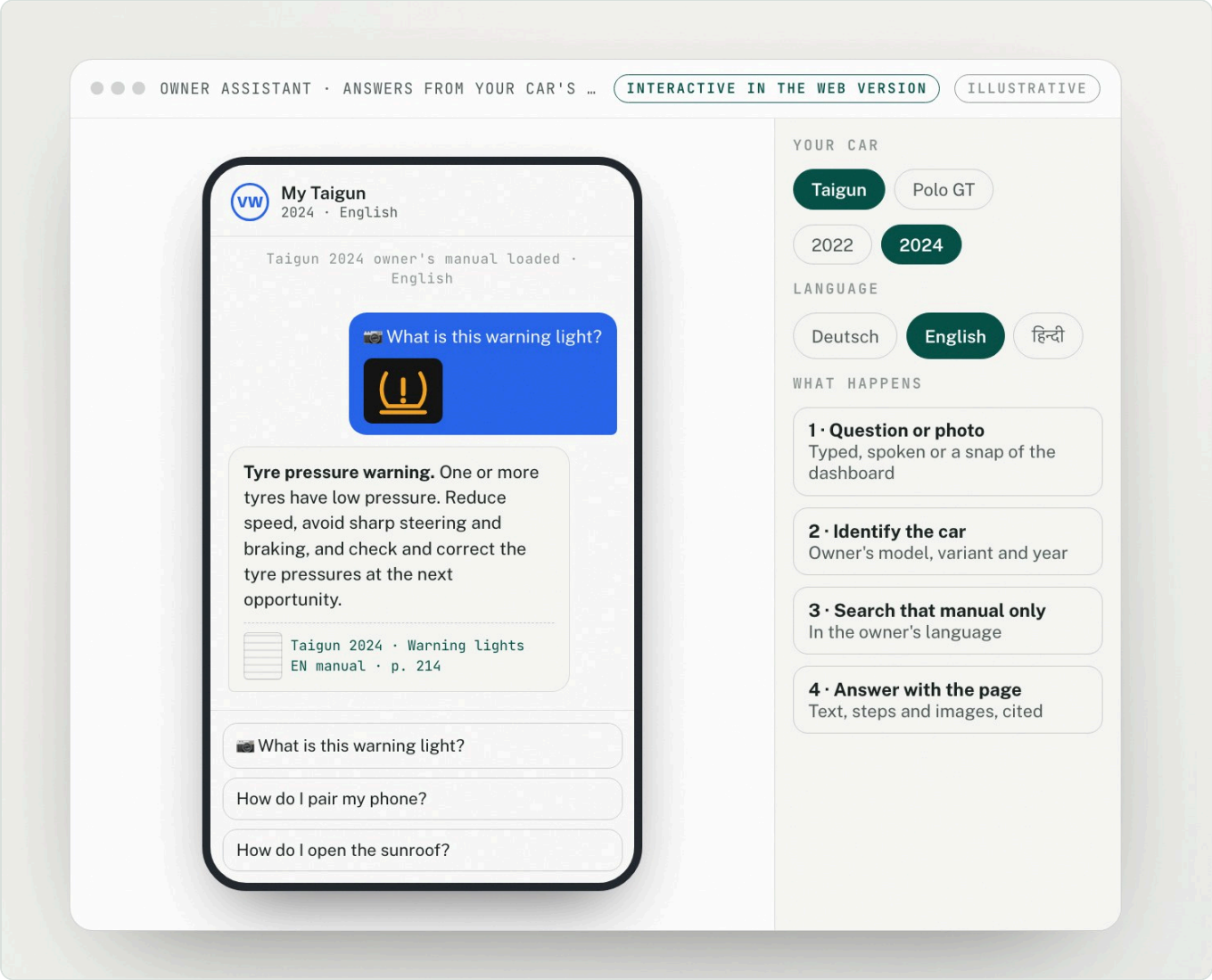
- Live GPS on existing trackers; actual vs scheduled time at every stop
- Daily route planning: routes merged or split without changing the master route
- Breakdowns: nearest standby bus and a valid-licence driver dispatched
- Student and in-charge attendance with reconciliation

Maintenance and compliance

- Workshop rotation, job cards and maintenance logs; engines and parts traced across buses
- In-house fuel station: every fill against the odometer, mileage alerts
- Insurance, permits, fitness and licences, renewals flagged 30 days ahead
- Gate passes, incident tracking and cost per vehicle

AUTOMOTIVE

In the car: an AI owner's manual and head-up displays



AI owner's manual for the Volkswagen Taigun and Polo GT (from our interactive demo)

PROOF OF CONCEPT · VOLKSWAGEN PARTNER, INDIA

AI owner's-manual assistant

A mobile app with an AI engine over the manuals for the Volkswagen Taigun and Polo GT, every variant and model year. Owners ask in German, English or Hindi and get answers only from the manual of the car they bought, with the page images and steps. A photographed warning light is identified from that model's manual.

Answers cited to the manual page, in three languages.

AUTOMOTIVE · HEAD-UP DISPLAY

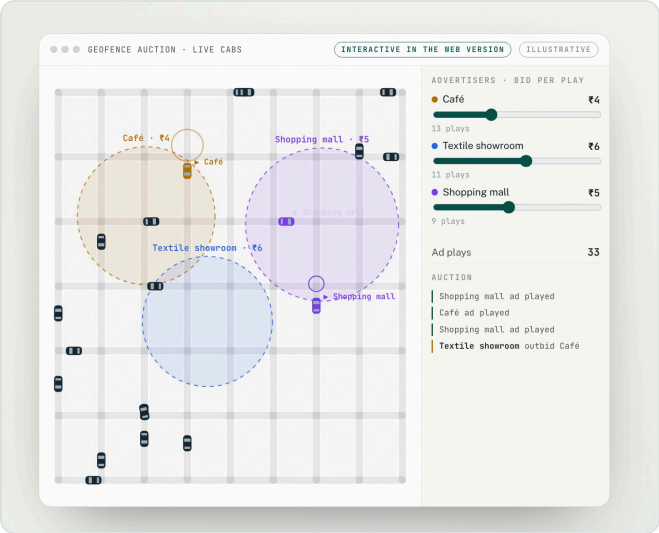
HUD software connected to the car

Warnings, road signs and trip information projected in front of the driver. Fully configurable by the client: what is shown, in which font, and where on the display.

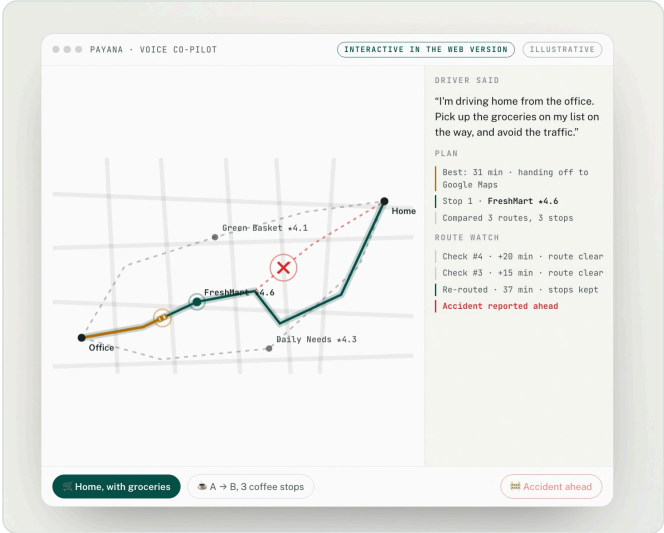
Information where the driver is already looking.

MOBILITY & LOCATION

Location-aware products for cabs, drivers and roads



Geofenced ads in Uber cabs



Payana voice co-pilot

AD TECH · WITH UBER INDIA

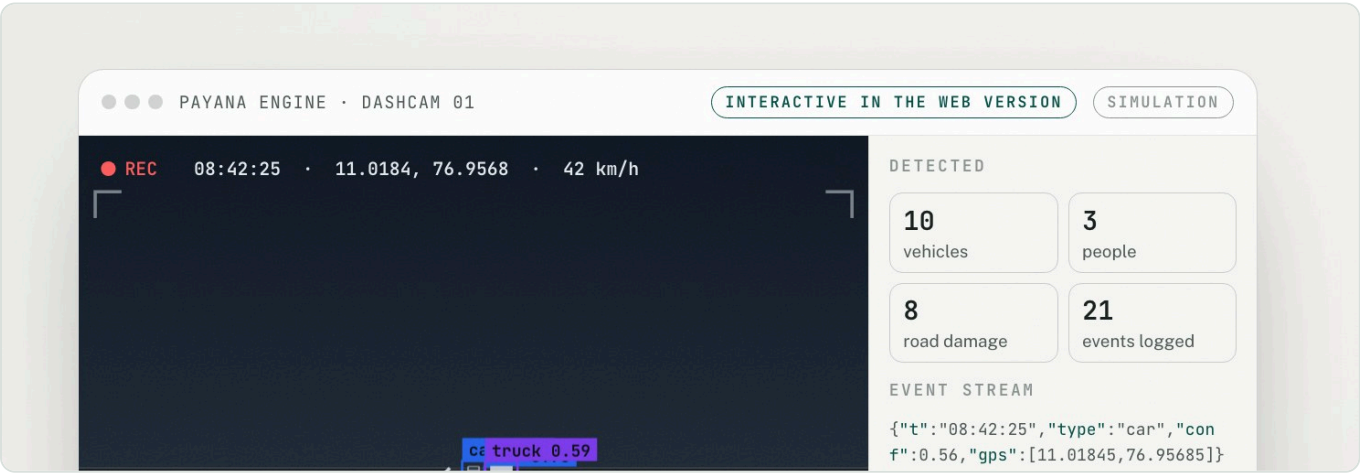
Geofenced ads inside Uber cabs

A tablet in each cab connected to an ad platform with the cab's live location. Advertisers drew virtual geofences and bid for them; the ad played when a cab entered a fence, and overlapping fences went to the highest bid. Advertisers included textile brands, cafés, malls, hotels and events.

IN-CAR AI · VOICE

Payana, a voice co-pilot

Plans a multi-stop drive from a spoken request, compares routes and well-reviewed stops, and hands navigation to Google Maps. It re-checks the route every five minutes against live, historical and forecast traffic, and re-routes without the driver asking.

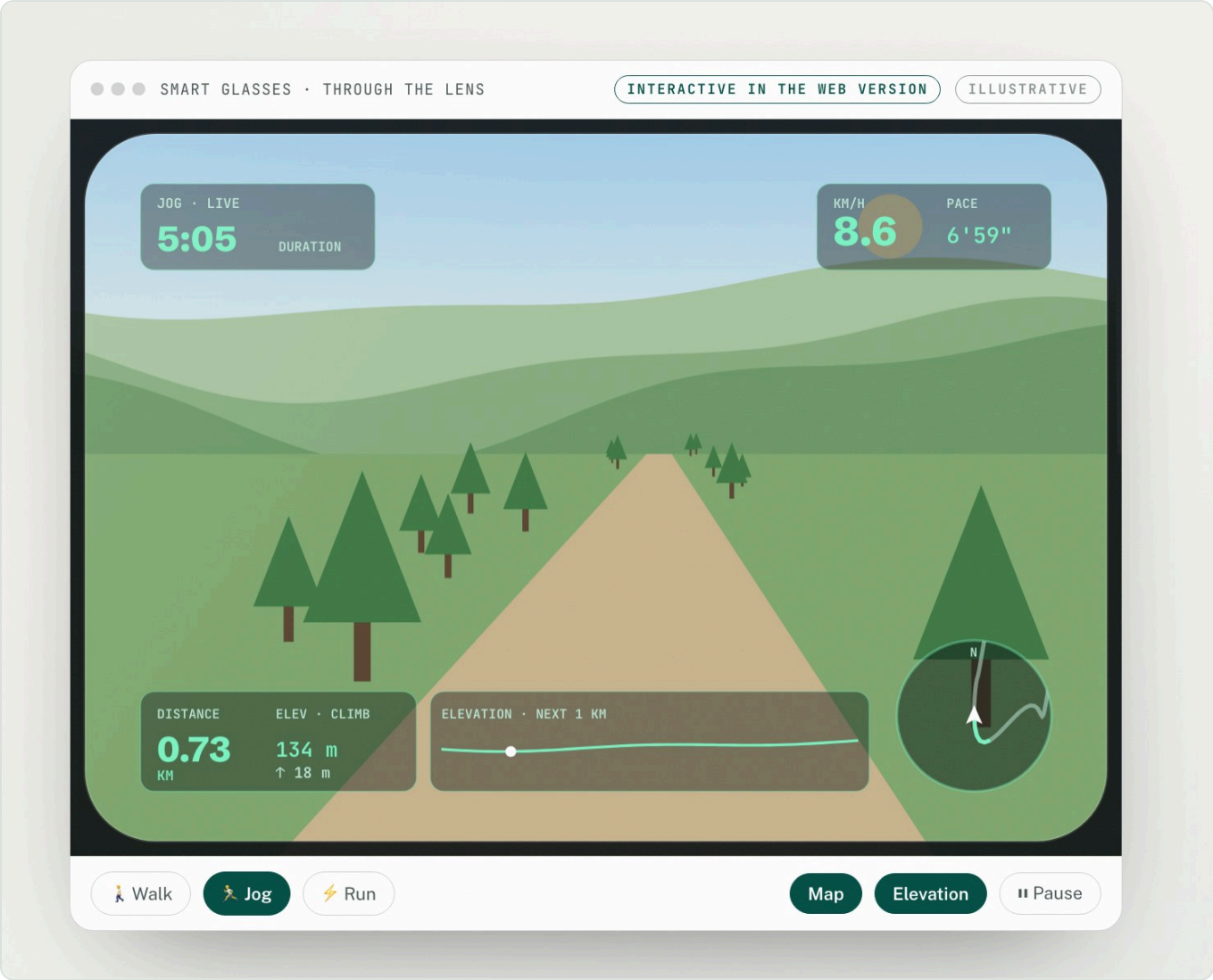


Payana Engine: dashcam video into GPS-tagged road events

Payana Engine ingests dashcam and IP-camera video, segments it into GPS-tagged events (vehicles, people, congestion, potholes, cracks and speed bumps) and produces an annotated video, a per-second report and a dashboard.

WEARABLES, AR & VISION

Software for smart glasses, try-on and the camera



Outdoor-activity app on smart glasses: speed, pace, distance, elevation and a live map (from our interactive demo)

WEARABLES

Smart-glasses activity app

Tracks walking, jogging and running live, with speed, duration, distance, elevation, total climb and a route map shown on the glasses. A sports watch, moved into the wearer's line of sight.

AR & COMPUTER VISION

Virtual try-on and 3D in the browser

See a garment or a new hairstyle on your own photo before you buy, with AI costs visible before each try. Immersive 3D, AR and VR delivered from a single web link, and a talking 3D avatar loaded from one script tag.

VISION AI

Face indexing and emotion detection

A production-shaped face indexing service on AWS Rekognition, and emotion detection that reads both the face and the voice.

HEALTH DATA

Wearable health data on Android

Reads health data from Android without integrating every wearable vendor separately, so one app works with many devices.

AI & AUTOMATION

AI that reads, listens and checks, with people deciding

Across industries the pattern is the same: AI turns messy input (scanned documents, phone calls, drawings, transcripts, photos) into structured data, and the decisions stay with people and rules that can be audited.

DOCUMENT AI · POC FOR SLB

Welding-spec reviewer

Reads scanned, bilingual welding procedure specifications into about 60 parameters and checks each against 26 encoded DNV rules, citing the clause. Aim: a one-day engineer review becomes a one-to-two-hour check-and-sign.

VOICE AI

After-hours voice receptionist

Answers calls in natural speech, works out what the caller wants, checks the real calendar and books the appointment. Unusual calls go to a person with the transcript attached.

VISION AI · CONSTRUCTION

Drawings to quotation

Reads construction drawings into quantities, then prices them with deterministic rate tables into an auditable bill of quantities: from about 16 hours of take-off to under one.

AGENTS · HIRING

HR agent

Turns résumés and GitHub profiles into scored evaluations, generates assessment tasks and reviews submitted code.

AUTOMATION · MEETINGS

Transcript to task, automatically

A meeting bot that joins like a polite attendee, extracts action items from the transcript and files them as tasks.

KNOWLEDGE · RETRIEVAL

Searchable knowledge from documents

Question answering over policy documents, and a knowledge base built from photographs of whiteboards and notes.

DATA QUALITY

Rule-based data validation

Every row of an upload tested against dozens of rules, with clear reasons for each rejection.

SALES · AGENTS

Lead-generation agents

Two AI agents research prospects across the web and score them on buying signals, with a test mode that checks the output before spending.

CONSUMER PLATFORMS AT SCALE

Products that millions could reach, and businesses could run on

Before the studio, the founders built and ran consumer products where scale, payments and live operations were daily realities. That experience shapes how Greyfeathers builds for clients today.

$12M Annual GMV at Baaz	**1M** Viewers on a single live stream	**~100** Engineering team built from the first hire
10,000 Users in two months on Loka	**Year one** Profit for the in-cab ad network	**B2B + B2C** Merchant tools and consumer apps

Baaz · live video shopping

- India's first live video shopping platform
- Merchant app, seller dashboard and marketplace
- Payments in production, search and recommendations
- Live streams to up to 1M viewers
- On-the-ground onboarding with small B2B merchants

Commerce and service products

- **The Beautiful Menu**: restaurant menus and ordering, down to the thermal printer
- **Two-sided service marketplace**: five surfaces on one backend
- **Multi-vendor travel booking**, each side with its own portal
- **Telesales CRM** for outbound teams
- **HomePe**: home-loan management built for borrowers

WHAT IT TAUGHT US

Scale is an operations problem as much as a technical one: onboarding, support, payments and reliability decide whether a product survives its users.

PRODUCT PORTFOLIO

Selected products built at Greyfeathers

Client product	What it does
Provassure	Business verification, compliance and due diligence in one place
MyLilVi	Supports families through every stage of a child's development
Melody Wings	A learning platform built for differently-abled learners
Smartopz	An operations suite of 22 modules with a knowledge-base chatbot
HomePe	Home-loan management built for borrowers, not banks
Laksha	An alumni network for Lakshmi School
Exotic Camp	Curated outdoor camping experiences across India
Radius	Event crews locate teammates, track gear and message the right people
Get Record	Verified talent profiles and role-ready assessments
Hyperblog	Blog visuals, lead magnets, polls and FAQs without extra plugins

Our own product	What it does
Droppnotes	Pin feedback to the exact spot on a live page; an AI agent picks it up and fixes it
Braid	A document editor where comment threads don't block the writing
Switchboard	One gateway holding every AI provider key, once
Godfather	An in-house AI marketing lead that plans campaigns and runs experiments
Klarytee	Task tracking where the follow-up is one click from the review
Messmate	A canteen end to end: menu, kitchen queue, wastage, analytics
Docpod	Stores documents that expire and warns you before they do
Proposal AI	Generates a proposal, then handles sharing and e-signature
The CA App	A filings vault for chartered accountants
Tarmac	Work out your runway, then try every what-if before you decide

The full catalogue of client work, in-house products and case studies is at greyfeathers.io.

ENGINEERING & AI ADVISORY

Helping technology teams ship faster with AI

Beyond building, the founders work with existing engineering teams: diagnosing where delivery slows down, fixing the process, and bringing AI into everyday development in a way the team keeps using.

ENGINEERING REVIEW · TRADING SOFTWARE COMPANY

From 20-minute fixes to same-day releases

Fixes took 10 to 20 minutes to write and up to four hours to reach production. The review produced 14 findings and nine changes the team could make in one week: branch protection, a hotfix path, pull-request templates, automatic checks and CI builds.

RECOVERY PLAN · CONSUMER PLATFORM

Six apps, about 600 open bugs

A structured recovery plan of 41 steps across six apps, ordered so the most painful issues for users were fixed first.

AI IN DELIVERY

One standard across 80+ repositories

An AI reviewer checks every pull request against one engineering standard that anyone can edit, with no de-ploy needed to change it.

AI-NATIVE PIPELINE

Design to working software in days

Design straight to screens, frontend and backend built in parallel, AI-written tests, and feedback pinned on the live product that an AI agent fixes.

What we review

- Where work waits between writing code and reaching users
- Branching, review, testing and release practices
- Who owns what across products and customers
- Tooling and cloud spend

What teams get

- A short list of changes ranked by impact and effort
- Quick wins the team can make in a week
- AI set up inside their own repositories
- A rhythm for keeping the improvements

SECTORS & ENGAGEMENT

Where we work, and how we engage

Education
Institution-wide platforms, LMS, e-office, alumni

Healthcare
Clinic apps, clinical dashboards, health data

Mobility
Fleet, in-car AI, HUD, location and ad tech

Industry
Document and drawing AI, quality checks

Commerce
Live video, marketplaces, restaurants, travel

Finance & HR
Loans, budgeting, hiring and HR platforms

Engagement	What it looks like
Build a product	A first working version in weeks, then continuous improvement with real users
Digitise an institution	Map the registers and approvals, then replace them module by module on one platform
AI and automation	Proofs of concept that become production systems: documents, voice, vision, agents
Work packages	Complete packages (apps, automation, AI, backend) delivered alongside a client's own team
Engineering advisory	A short review of how a team ships, the fixes, and AI set up in its daily work

WORKING ACROSS BORDERS

Clients in India, the United States, Canada and Singapore. Products shipped in English, German and Hindi, with the team working on the client's hours where needed.

> *"We would rather build one system people use every day than ten they admire once."*

PROFILE SUMMARY

Two builders, one partnership, built around real operations

Akilesh Anandraj

- CEO and founder, Greyfeathers Studios
- Data platforms at Samsung, at trillion-byte scale
- Location triangulation and audience modelling
- Worked with Google and McKinsey
- Built the studio on its own products since 2022

Ruben Savio

- CTO, Greyfeathers Studios
- Former co-founder and CTO, Baaz: $12M GMV, 1M live viewers
- Geofenced in-cab ads with Uber India
- Car HUD and smart-glasses software
- Mechanical engineer; R&D at James Hardie, Chicago

Together

- 100+ products and 20+ AI applications
- Software running 23 institutions and ~300 buses
- AI systems for documents, voice, vision and agents
- An AI-native team that ships in weeks

Where they help most

- Organisations moving from paper and calls to systems
- Products that need to reach users quickly
- AI that has to work under real constraints
- Engineering teams that want to ship faster

> *"Understand the operation first. Then build the system people will actually use."*

AKILESH ANANDRAJ & RUBEN SAVIO

Founder & CEO · CTO, Greyfeathers Studios

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