

PRODUCT CATALOGUE

Your front office, answered and accounted for.

A website, AI agents that answer for you, a pipeline for every lead and WhatsApp campaigns that follow up: four products in one workspace.

Enquiries do not get lost. They get dropped.

×

They arrive when nobody is there

The enquiry that decides your month lands at 11pm. By morning they have asked somebody else.

×

They land in five places

A form email, a WhatsApp chat, a note by the phone. Nobody knows how many there are.

×

Nobody owns them

A lead that belongs to everyone belongs to no one, and chasing is the first thing to go.

×

Nobody can prove what happened

The answer to "why did this stall?" sits in the inbox of someone who has left.

None of this is a people problem.

Your team is working without a system that answers when they cannot, keeps every enquiry in one place, gives each an owner and keeps the record. That is what OmexaOS does.

Four products, one path for every enquiry

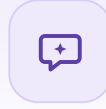
Each one stands on its own. Together, nothing falls between them.



BE FOUND

OmexaOS Sites

A website you can publish today, with your forms and chat already on it.



ANSWER

OmexaOS Agents

AI that answers for you on your website and on WhatsApp, from what you wrote down.



CONVERT

OmexaOS Leads

From first enquiry to won, on one board that remembers everything.



FOLLOW UP

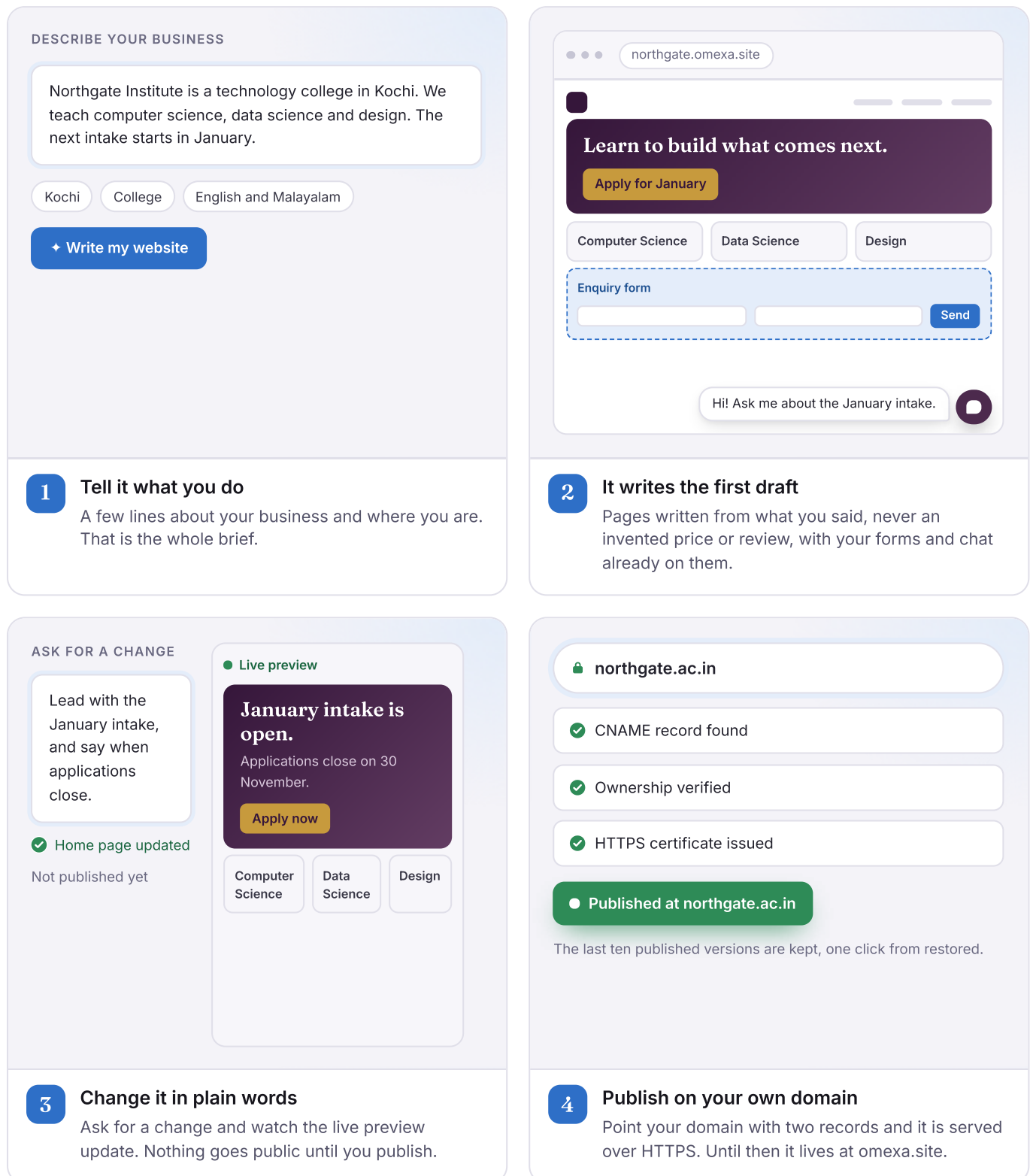
OmexaOS WhatsApp Bulk

Broadcast to your whole audience, and follow up, without risking the number.

The enquiry nobody was awake for is a lead with an owner by nine.

Your site brings them in, an agent answers at 11pm and takes their details, the lead lands on the right person's board, and WhatsApp brings back the ones who went quiet. One login, one team, one bill.

Four steps, start to finish



What it does, and what it is worth

A website written for your business, with your forms and chat already on it, published on your own domain.

AI-drafted pages

Tell it what you do, and it writes the first draft.

Describe your business and it writes the pages, using only what you said, then you change any of it in plain language or start from a template instead.

- A working draft from a short description of your business
- Never invents a price, an award or a review
- Change any page by describing what you want changed
- Skip the AI and start from a template if you would rather

WHAT IT IS WORTH

You have a working website this afternoon, not after an agency brief, and every word on it is something you said.

Live preview and history

See it before anyone else does, and never lose a version.

A live preview sits beside the editor and updates as you type. Nothing goes public until you publish, and the last ten published versions are kept so you can go back.

- Live preview, updated as you type
- Nothing changes on the public site until you publish
- The last ten published versions are kept
- Go back to an earlier version in one click

WHAT IT IS WORTH

Changes are safe to make because nothing goes live by accident, and a mistake is one click from undone.

Forms and chat, already on it

Nothing to embed, because it is already there.

Pick one of your Leads forms and it appears on the page, so every enquiry lands in your lead board. Your Agents chat loads on the site too, with nothing to paste.

- Add a Leads form to any page from a list, not a snippet
- Your Agents chat widget loads on the site automatically
- Every enquiry lands straight in your lead pipeline
- One workspace, so nothing needs a second sign-in

WHAT IT IS WORTH

The website stops being a brochure: every visitor can ask a question or enquire, and it all lands in one place.

Your own domain

Live at your own address, handled for you.

Point your domain at us with two records and we check them, then serve your site over HTTPS. Until then it answers on its own address at omexa.site.

- A working address at omexa.site from the moment you publish
- Point your own domain with two DNS records
- HTTPS handled for you once the domain is checked
- Nothing goes offline while a domain is being set up

WHAT IT IS WORTH

Your business answers at its own address, over HTTPS, without anyone learning what a DNS record is.

Four steps, start to finish

READING NORTHGATE.AC.IN

Page /courses ✓

Page /fees ✓

Page /admissions ✓

PDF prospectus-2027.pdf ✓

Knowledge ready · 4 sources · 126 passages · answers only from these

1 It reads your website

Give it your address. It reads your pages and documents and answers from them, and nothing else.

Northgate Institute
Website chat

11:04 pm · office closed

What are the fees for data science?

₹4,80,000 a year. A ₹50,000 deposit holds your place and comes off the first year.

From /fees

2 It answers at 11pm

On your site and on WhatsApp, in your words, the moment somebody asks.

Northgate Institute
Website chat

Can someone call me about applying?

Of course. Leave your details and admissions will call you tomorrow.

Name	Asha Menon
Phone	+91 98470 12345
Interested in	Data Science

✓ Lead captured · sent to your pipeline

3 It collects what you need

When the moment you chose comes up, it asks for the details, and the conversation becomes a lead.

Northgate Institute
WhatsApp

Priya is answering

Is there a scholarship for women in tech?

Priya took over from the agent

Priya · Admissions

Hi Asha, yes there is. Let me check you are eligible and call you back.

Handed back to the agent

4 A person steps in when it matters

Your team sees every conversation, can take one over mid-sentence, reply as themselves and hand it back.

What it does, and what it is worth

AI agents that answer from what your business says, on the channels people use.

AI agents

Agents that start from what your website already says.

OmexaOS reads your website, suggests the agents your business needs and drafts them, then you set their purpose and instructions.

- Your website read first, with agents drafted from it
- Name, purpose and instructions in your own words
- Test an agent in conversation before you publish it

WHAT IT IS WORTH

The questions that repeat all day are answered without a person, so your team spends its time on the ones that need judgement.

Knowledge base

Agents answer from your pages and documents, not from guesswork.

Add web pages, documents and text to what your agents know, and choose which agents can use each source.

- Crawl pages from your website
- Upload documents or paste text
- Choose which agents use which sources

WHAT IT IS WORTH

Answers come from your own fees, dates and policies, so an agent never commits you to something you did not say.

Shared inbox

Every conversation in one place, and a person can always take over.

See every conversation across your channels, take over from an agent, reply, leave notes for the team and hand back.

- Every conversation from every channel in one list
- Take over from the agent, reply, then hand back
- Internal notes the contact never sees
- Status and tags to keep the list under control

WHAT IT IS WORTH

Nothing lands in a personal inbox only one person can see, and a colleague can rescue any conversation before it is lost.

Channels

One agent, wherever people ask.

Put the same agent on your website and on WhatsApp, and manage both from one workspace.

- Website chat with one snippet
- WhatsApp Business connected to your own number
- Every conversation from both channels in one inbox

WHAT IT IS WORTH

You meet people on WhatsApp where they already are, instead of asking them to come to you and fill in a form.

Every feature, continued

Website chat widget

A chat bubble that looks like your brand.

Style the chat bubble, set the greeting and suggested questions, and add it to your site with one snippet.

- Your colours, position and bubble shape
- A greeting and suggested questions, drafted from your business
- Typing indicator and sound, on or off
- The same snippet shows your lead forms too

WHAT IT IS WORTH

Visitors who would have left without asking start a conversation instead, and it is your brand that answers them.

WhatsApp broadcasts

Message the contacts who asked to hear from you.

Send approved WhatsApp templates to opted-in contacts, schedule campaigns, and see how many were delivered and read.

- Templates synced from your WhatsApp Business account
- Opt-ins recorded, one at a time or in bulk
- Campaigns scheduled, started and paused
- Delivered and read rates for every campaign

WHAT IT IS WORTH

You can reach the people who opted in at the moment it matters, an open day or a deadline, without another tool.

Agent analytics

What your agents handled, and what it saved you.

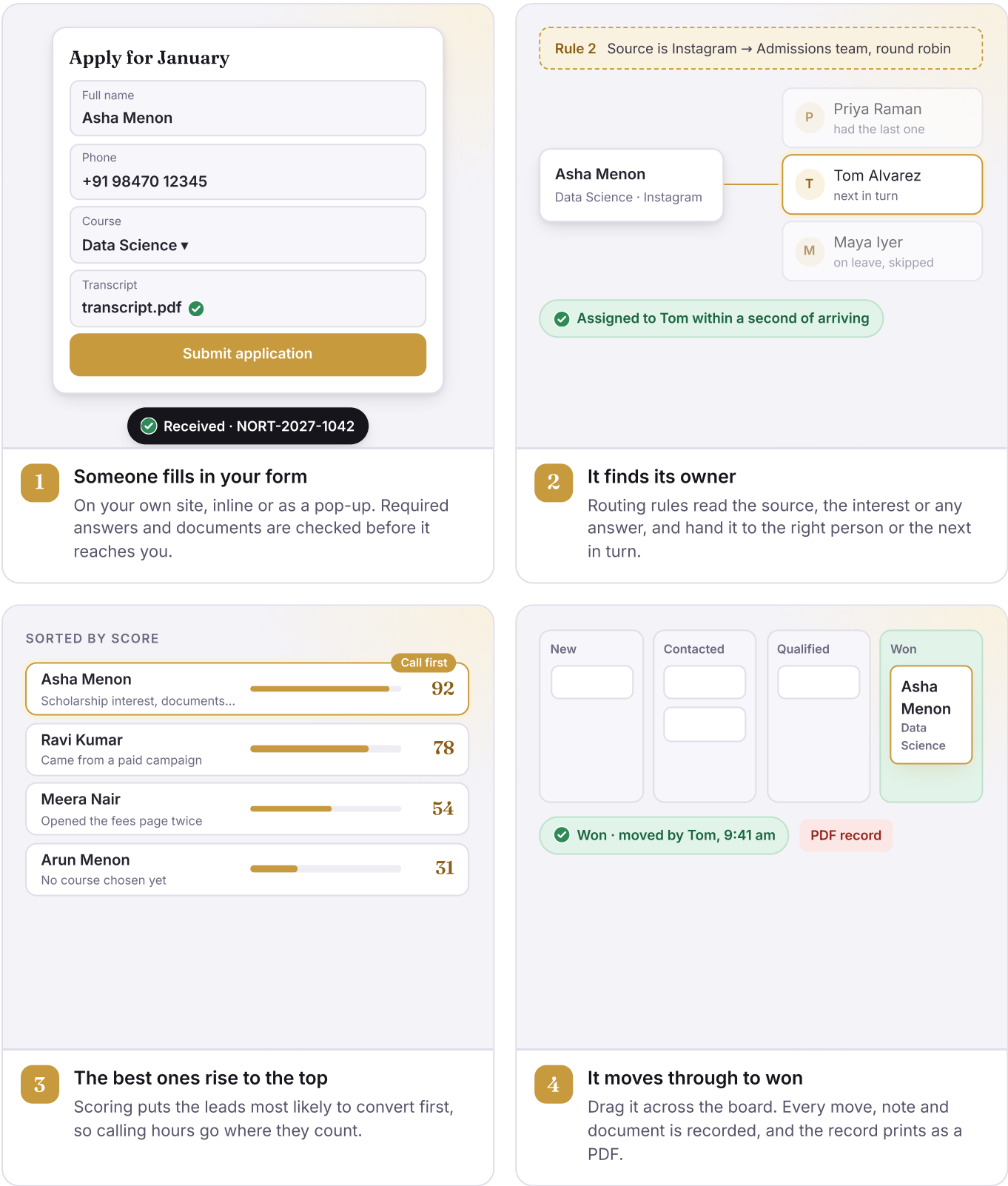
See conversation volume by channel, how many were resolved without a person, the leads captured and the hours saved.

- Conversations each week, by channel
- Resolved by an agent compared with resolved by a person
- Leads captured and hours saved
- Conversations that happened after hours

WHAT IT IS WORTH

You can put a number on what the agents handled and what it saved, which makes the renewal decision easy.

Four steps, start to finish



What it does, and what it is worth

Capture every enquiry, route it to the right person and see it through to won or lost.

Lead forms

Build the form yourself and embed it with one line.

Build enquiry and application forms by dragging in fields, then embed them on your own site, inline or as a pop-up.

- Drag in the fields you need and mark what is required
- Show a question only when an earlier answer calls for it
- Accept documents, checked by file type and size
- Embed inline or as a pop-up, only on domains you allow

WHAT IT IS WORTH

Enquiries arrive complete and structured, so nobody spends the morning chasing a phone number that was never asked for.

Pipelines and stages

Every lead on one board, in the stages you work in.

Name the stages your leads move through, drag leads between them, and keep a record of every move.

- Stages that match how your team actually works
- Drag a lead to move it along the board
- Every move recorded with who made it and when
- More than one pipeline when one process is not enough

WHAT IT IS WORTH

Anyone can answer "where has that one got to?" without calling a meeting, and leads stop falling between the people who touched them.

Lead routing

The right person gets each lead the moment it arrives.

Rules decide who owns each new lead as it arrives, by source, campaign, form, interest or any answer, one person or round robin.

- Match on source, campaign, form, interest, tags, value or any answer
- Give it to one person, or round robin across a team
- People who have left or been switched off are skipped
- Rules run in the order you set; the first that matches wins

WHAT IT IS WORTH

Every lead has an owner within seconds of arriving, which is the single biggest reason a lead gets answered at all.

Lead scoring

Points that put the most promising leads first.

Give leads points for the things that make them likely to convert, so your team calls the best ones first.

- Points for any condition a lead can meet
- Scores work out as leads arrive and change
- Sort and filter any list by score

WHAT IT IS WORTH

Your team spends its limited calling hours on the enquiries most likely to close, not on whoever is top of the list.

Every feature, continued

Tasks and timeline

Everything done to a lead, and everything still to do.

Log notes, calls and emails on a lead, set tasks with due dates and owners, and see it all on one timeline.

- Notes, calls, emails and tasks logged against the lead
- Tasks with a due date and the person who owns them
- One timeline of every change and conversation
- A task list of what each person has promised to do next

WHAT IT IS WORTH

The follow-up that decides the sale actually happens, and the history outlives the person who made it.

Duplicate detection

Spot the same person twice and fold them into one lead.

Leads that share an email address or phone number are flagged, and merging turns them into a single record.

- Leads sharing an email or phone number are flagged
- See every likely duplicate across the workspace
- Merge one lead into another in a single step

WHAT IT IS WORTH

One person is not rung three times by three colleagues, and your numbers stop counting the same enquiry twice.

Import and export

Bring leads in from a spreadsheet, and take them out again.

Import leads from a CSV file with a preview of exactly what will be created, and export any filtered list as CSV.

- Import a CSV and match its columns to your fields
- A preview of what will be created before anything is
- Export whatever the current filter shows
- Both limited to the people whose role allows them

WHAT IT IS WORTH

Move in without losing your history and take your data out whenever you want, so there is no lock-in to argue about later.

Saved views and bulk actions

The list you need in one click, and changes to many leads at once.

Save the filters you use every day as named views, share them with the team, and move, tag or assign many leads together.

- Save any combination of filters as a named view
- Share a view with the whole workspace
- Select many leads to move, tag or assign together

WHAT IT IS WORTH

Today's list is one click rather than five filters, and a change across fifty leads takes a minute, not an afternoon.

Every feature, continued

Reports

How leads turn out, and where they come from.

See your funnel stage by stage, which sources convert, how quickly leads get a first response, and how each owner is doing.

- A funnel showing how many leads reach each stage
- Sources and campaigns compared by how many they win
- Response times measured against your own target
- Each owner's leads, wins and value

WHAT IT IS WORTH

You can see which source earns its budget and which stage leaks, so spending decisions stop being guesses.

Webhooks

Tell your other systems what happens to a lead, as it happens.

Send signed events to your own systems when leads arrive, move, win, lose or merge, with retries and a log of every delivery.

- Events for new, moved, won, lost, assigned and merged leads, activity and documents
- Signed with HMAC-SHA256 and a timestamp, so forgeries and replays are refused
- Failed deliveries retried, and every attempt logged
- A test send to check a receiver before any real lead

WHAT IT IS WORTH

Your finance, timetabling or student system hears about a won lead automatically, instead of somebody rekeying it.

Documents and PDF records

Documents checked once, and a printed record that looks the part.

Reviewers verify or reject every uploaded document, and each lead prints to a record you designed, on screen or as a PDF.

- Verify or reject each uploaded document, with a reason
- Design the printed record once with your branding
- A PDF of any lead, generated on request

WHAT IT IS WORTH

Paperwork is checked once and printed the way your registry expects, so an audit stops being a scramble.

Contact portal

People check where they are, without ringing you.

Contacts sign in with a one-time code sent to their email, see where their lead stands and download their own copy.

- Sign in with a one-time code, no password to forget
- See the current stage of their lead
- Download their own copy of what they submitted

WHAT IT IS WORTH

The "where has my application got to?" calls that fill your mornings answer themselves, at any hour.

Four steps, start to finish

spring-intake.csv 12,480 rows

✓ Asha MenonOpted in on your website, 3 Mar

✓ Ravi KumarOpted in on WhatsApp, 12 Feb

✗ Unknown +91 90...No consent on file, left out

✓ Meera NairOpted in at the open day, 20 Jan

✗ Arun MenonSaid STOP on 2 Mar, left out

12,112 ready to message · 368 left out

1

Import your audience
Upload a file. Everyone is checked against their consent record, and anyone without one is left out.

Spring offer

Template approved

Batch 29 of 40

80 a second

8,944 sent

Sending rate against your number's limit

Quality rating: High

Quiet hours 9 pm – 9 am, their time

2

Send without the risk
Sending stays inside what WhatsApp allows your number, and backs off the moment Meta says to.

9,840sent

9,612delivered

6,204read

A Asha Menon✓✓

R Ravi Kumar✓✓

M Meera Nair✓✓

A Arun Menon✓✓

D Divya Pillai✓

Clicks counted per person, with a link of their own.

3

Watch it land
Sent, delivered, read: every message updates as WhatsApp reports it, with clicks counted per person.

FOLLOW UP ON SPRING OFFER

Read 6,204

Did not read 3,408

Replied 512

Second message to 3,408 people

Sends tomorrow at 10:00 · 41 who opted out since are left out

Yes please, send me the course details

✓ New lead · source: Spring offer

4

Follow up the quiet ones
One click targets whoever did not read or reply. Replies land in one inbox, and can become leads.

What it does, and what it is worth

Broadcast to your whole audience without risking the number: consent-checked, throttled to what WhatsApp allows, and reported on as it lands.

Audiences

Only the contacts who actually agreed to hear from you.

Build an audience from a spreadsheet, your leads or your agent conversations, and every one of them is checked against a consent record before a message goes out.

- Import a spreadsheet of up to 100,000 people
- Build an audience straight from Leads or from agent conversations
- Every row is checked for consent before it can be messaged
- Download every row an import refused, fix it and try again

WHAT IT IS WORTH

Nobody is messaged who did not agree to it, which is what keeps your number, and your reputation, intact.

Campaigns

Send at the pace WhatsApp allows, not the pace you would pick.

Send an approved template to reach anyone, or a free-form message to whoever messaged you in the last 24 hours, paced in batches with quiet hours your audience actually keeps.

- Approved templates or free-form messages
- Batches and pacing kept under what your number is allowed
- Quiet hours in your audience's own time zone
- A campaign backs off automatically if too many sends fail

WHAT IT IS WORTH

A campaign reaches everyone without tripping WhatsApp's limits, so one big send never costs you the number.

Delivery reporting and follow-ups

See what actually landed, then message whoever did not answer.

Delivered, read and failed counts update as WhatsApp reports them, and one click turns whoever did not read or did not reply into a new audience for a second message.

- Delivered, read and failed counts, live per campaign
- Turn on click tracking to see who followed a link
- One click makes an audience of who did not read or reply
- Anyone who has since opted out is left out of the follow-up

WHAT IT IS WORTH

You know what a campaign actually achieved, and the second message goes only to the people who need it.

Contacts and consent

Tens of thousands of contacts, and a consent history for every one.

Tag, filter and save segments across a large contact list, and see exactly what each person agreed to, where, and when.

- Tags, filters and saved segments
- Every person's consent history, kept with them
- Export the list, or just who opted out
- Refused import rows kept separately, ready to fix and retry

WHAT IT IS WORTH

A list of tens of thousands stays usable, and you can show exactly when and where each person said yes.

Every feature, continued

Replies

A reply to a campaign does not just sit in WhatsApp.

When someone answers a campaign, the conversation lands in one inbox for your team, or an AI agent can take the first reply, and it can become a lead with its own source.

- Replies land in the same shared inbox as your agents
- Choose a person or an AI agent to answer first
- Turn a reply into a lead, tagged with the campaign it came from
- See what a campaign was worth, not just how many it reached

WHAT IT IS WORTH

Interest from a campaign turns into a conversation and then a lead, instead of a notification nobody opened.

What it does, and what it is worth

What the products share: people, roles, access for your other systems, and one bill.

Roles and permissions

People see and do exactly what their job needs.

Give people default roles in each product or make your own from any mix of permissions, enforced by the products themselves.

- Admin, Manager, Counselor and Reviewer in Leads; owner, agent manager and viewer in Agents
- Make your own roles from any mix of permissions
- Start a role from a ready-made template
- Enforced by the products, not just hidden in the screens

WHAT IT IS WORTH

New staff are useful on day one and see only what their job needs, which is what data protection actually asks of you.

API keys

Let your other systems work in OmexaOS, within limits you set.

Give an integration a key with the role you choose in each product. It trades the key for a short-lived token, and you can revoke it at any time.

- A role per product, so a key can do exactly what you allow
- Traded for a token that lasts half an hour
- Shown once; only a hash is stored
- Revoke at any time, and see when each key was last used

WHAT IT IS WORTH

Your other systems can work in OmexaOS without anybody sharing a password, and access ends the moment you revoke it.

Email notifications

Keep your team and your leads informed, from your own address.

Choose which updates are emailed, to whom and in whose words, send them through your own email account, and see whether each one arrived.

- Tell your team the moment a lead arrives, is assigned to them, or is won
- Keep leads informed with an email when their enquiry moves along, if they gave an address
- Choose exactly which updates go out, and write them in your own words
- Send from your own email account: Gmail, Outlook, Zoho, Amazon SES or any provider that offers SMTP
- See every email, whether it arrived, and why not if it did not

WHAT IT IS WORTH

Your team hears about a new lead as it lands and your leads hear back without anyone typing an email.

One workspace

Every product, one sign-in, one set of people, one bill.

Sign in once for every product you run, manage one team across all of them, embed forms and chat with one snippet, and pay one invoice.

- One sign-in for every product
- One list of people, each with a role in each product
- One snippet on your site for chat and lead forms
- One invoice, with the bundle discount when you run more than one product

WHAT IT IS WORTH

One bill, one login and one team across every product, instead of four vendors and four lots of administration.

What each plan costs, side by side



OmexaOS Sites

	Website	Custom domain
Price	Included	₹499 a month
Billed yearly	—	₹4,990 a year (₹416 a month)
Sites	1	3
Pages	8	20
Custom domains	0	3
AI page drafts a month	20	100
What it adds	• A site written for your business • Published on your own omexa.site address • Your forms and chat already on it	• Your own domain, with HTTPS handled for you • Up to three sites



OmexaOS Agents

	Growth	Scale
Price	₹7,499 a month	₹17,999 a month
Billed yearly	₹74,990 a year (₹6,249 a month)	₹1,79,990 a year (₹14,999 a month)
Agents	5	15
Conversations a month	2,000	6,000
What it adds	• Website chat widget • Knowledge base from your site • WhatsApp Business channel • Lead capture	• Everything in Growth • Advanced analytics • Priority support

Take two of Leads, Agents and WhatsApp Bulk together and save 10%; take all three and save 15%. Paying yearly saves a further 17%, which is two months free. A website comes with any paid plan. Prices are in rupees, per workspace, before GST.

What each plan costs, side by side



OmexaOS Leads

	Lead inbox	Growth	Scale
Price	Included	₹8,999 a month	₹14,999 a month
Billed yearly	—	₹89,990 a year (₹7,499 a month)	₹1,49,990 a year (₹12,499 a month)
Staff seats	Unlimited	10	30
Published forms	0	25	Unlimited
Pipelines	1	5	Unlimited
What it adds	• Every lead in one place, whatever captured it • Filter by source, add notes and tasks	• Embeddable forms • Contact portal • PDF template designer • Counselor caseloads	• Everything in Growth • Priority support



OmexaOS WhatsApp Bulk

	Standard
Price	₹1,999 a month
Billed yearly	₹19,990 a year (₹1,666 a month)
Audience contacts	Unlimited
Campaigns a month	Unlimited
What it adds	• Consent-checked audiences of 100,000 people • Tags, segments and one-click opt-out management • Automatic quality and throughput protection • Delivery, read and click reporting • Follow-ups to whoever did not read or reply • Replies land in one inbox, and become leads

Take two of Leads, Agents and WhatsApp Bulk together and save 10%; take all three and save 15%. Paying yearly saves a further 17%, which is two months free. A website comes with any paid plan. Prices are in rupees, per workspace, before GST.

Start with one product. Add the others when they earn their place.

How it starts

1

Tell us what you run

Where your enquiries come from today, and what happens to them.

2

Fourteen days free

No card. Your workspace, your branding, the products you want switched on.

3

We set it up with you

Your website read into an agent, your first form and pipeline, your contacts imported.

4

Go live

One snippet on your site, or a site of ours on your own domain.

START A FREE TRIAL
omexa.dev

TALK TO US
omexa.dev/contact