CREATIVE & TECHNOLOGY HOUSE

We build *brands that* get the job done.



WE ARE *Mohar*

NEW DELHI · KUALA LUMPUR

WEBSITES · E-COMMERCE · SEO · AI

● 01 · WHO WE ARE

Two founders. *One seal.*

We Are Mohar is a creative and technology house founded in 2025 by **Mir Momin** and **Harmain**. Through Mohar Studio, we design, build and grow websites, online stores and AI-powered marketing for businesses around the world.

What "Mohar" means

Mohar () is the Urdu word for a **seal**: the mark pressed into wax to promise that something is genuine. Our seal holds our own fingerprints, traced from life and joined into a heart. It is our signature on every project.

Why clients choose us

We think like operators, not just designers. Our founder spent nearly a decade building and running e-commerce businesses across India and Malaysia before starting Mohar. We know what makes people trust a website and buy, and we build for exactly that.

AT A GLANCE

FOUNDED	2025
FOUNDERS	Mir Momin · Harmain
OFFICES	New Delhi, India · Kajang, Malaysia
SERVING	Clients worldwide
VENTURES	Mohar Studio (digital)
FOCUS	Websites · E-commerce · SEO · AI · Growth
WEB	wearemohar.com

"If it carries our seal, it's work we'd sign our names to."

02 · PURPOSE

Why we *exist*.

VISION

A world where every business, from the corner café to the family brand, has an online presence as trustworthy as its reputation.

MISSION

To design, build and care for beautiful, fast, results-driven websites and marketing, combining human craft with AI so premium quality is within every business's reach.

OUR PROMISE

A seal of approval on everything we deliver.

Our values

I.

Sealed with care

We treat every project as if our names were on it, because they are.

II.

Honest by default

Fixed quotes, plain language, no lock-in. You own your site, domain and data.

III.

Operator thinking

We measure success in enquiries and sales, not awards.

IV.

Thorough, then fast

Research first, then rapid execution, with the details others skip.

● 03 · WHAT WE DO

Every piece of your *digital engine*.

Strategy, design, development, content and growth from one accountable team, so nothing gets lost between agencies.

01

Website design & development

Custom, mobile-first sites built for speed, search and conversion.

- ✓ Discovery, sitemap & wireframes
- ✓ Custom UI and responsive build
- ✓ Core Web Vitals & accessibility

02

E-commerce stores

Shopify and WooCommerce stores, from 10 products to thousands.

- ✓ Catalogue, filters & search
- ✓ Payments, COD, deposits, multi-currency
- ✓ Shipping, tax & region routing

03

SEO & Google visibility

Technical, on-page and local SEO for buyers ready to act.

- ✓ Audit, fixes & schema
- ✓ Keyword research & content plan
- ✓ Google Business Profile

04

AI chat & automation

AI that answers, qualifies and follows up, around the clock.

- ✓ Website & WhatsApp AI assistants
- ✓ Lead → CRM → follow-up flows
- ✓ Review & reminder automations

05

AI imagery & content

On-brand visuals and copy, faster and at lower cost.

- ✓ AI product & model photography
- ✓ Banners, lookbooks, social creatives
- ✓ Copywriting at catalogue scale

06

Growth marketing

Paid and owned channels, measured properly.

- ✓ Meta & Google Ads
- ✓ GA4, pixels & conversion tracking
- ✓ Email, WhatsApp & marketplaces

04 · SOLUTIONS

Start from your *goal*.

LAUNCH

"We need a professional website."

Website, brand polish, Google profile, enquiry funnels.

SELL

"We want to sell online."

Store, payments, shipping, AI product imagery.

GET FOUND

"Nobody finds us on Google."

SEO audit, content plan, local SEO and reviews.

SCALE

"We need systems."

AI assistants, ads, tracking and reporting.

05 · HOW WE WORK

A process built for *zero surprises*.

01

DAY 0

Consultation

A free 30-minute call about your business, customers and goals.

02

DAYS 1-2

Audit & plan

Site and competitor audit, sitemap, timeline and a fixed-price proposal.

03

DAYS 3-5

Design preview

You see your homepage before the full build and refine it with us.

04

WEEKS 1-3

Build & QA

Every page built, written, optimised and tested on real devices.

05

LAUNCH +

Launch & grow

Go-live, training, handover and ongoing growth support.

● 06 · SELECTED WORK

Proof, not *promises*.



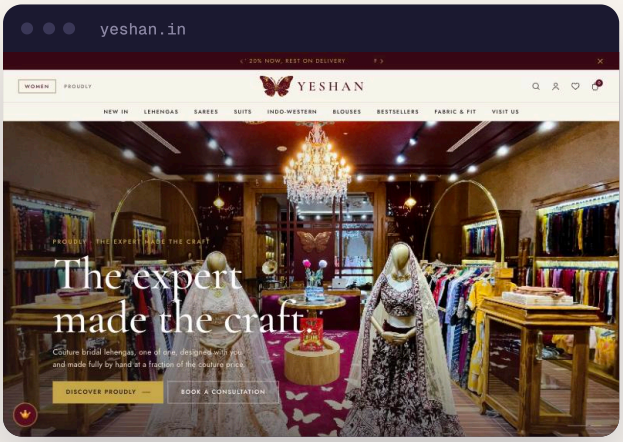
E-COMMERCE · MALAYSIA

Yeshan Sarees

CLIENT	The Yeshan Sarees (M) Sdn Bhd
SCOPE	Store design & build, catalogue, SEO, WhatsApp commerce
PLATFORM	Shopify

Malaysia's Indian ethnic-wear house. A catalogue of 900+ designs made easy to shop with filters, occasion edits, ready-stock delivery promises, WhatsApp styling and region routing for Indian visitors.

900+	100K+	35+
designs live	products sold	countries



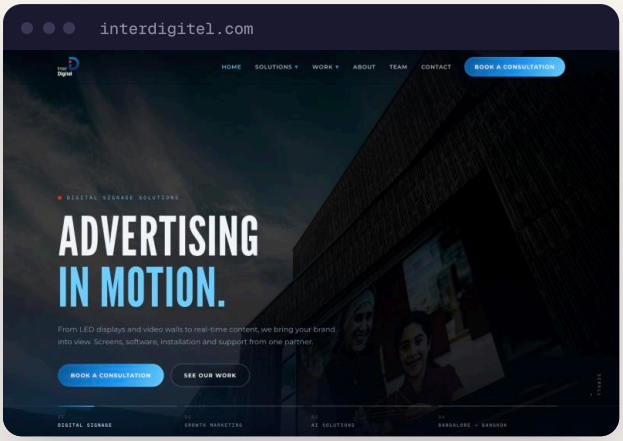
COUTURE E-COMMERCE · INDIA

Yeshan India

CLIENT	Yeshan India
SCOPE	Store, fabric & fit system, bridal couture funnel
PLATFORM	Shopify

Made-to-measure on every outfit, honest fabric labelling, pay-20%-now checkout, WhatsApp video-call shopping and a consultation funnel for one-of-one bridal couture, all linked to a boutique in Chandni Chowk.

130+	3 days	4.6★
styles, 6 categories	fastest custom fit	Google rating



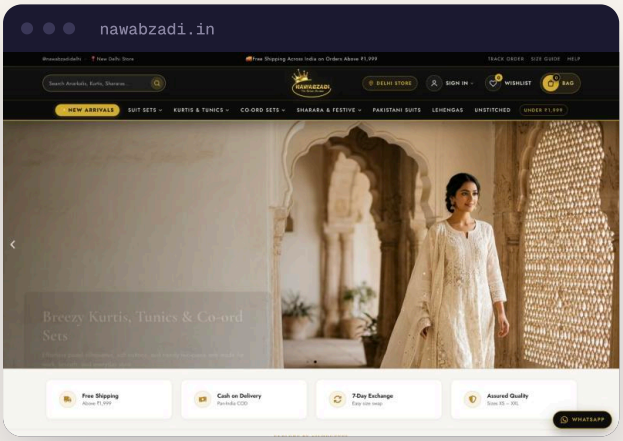
B2B TECHNOLOGY · INDIA & THAILAND

InterDigitel

CLIENT	InterDigitel Private Limited
SCOPE	Corporate site, solution architecture, case studies, consultation funnel

Four very different solution lines (digital signage, growth marketing & AI, omni-channel messaging, engineering & telecom) told as one clear story for enterprise buyers, with a motion-led hero, a framework narrative and a trust layer.

4	2	B2B
solution lines	headquarters	consultation funnel



ETHNIC COUTURE · INDIA

Nawabzadi

CLIENT	Nawabzadi, The Ethnic Couture
SCOPE	Store design & build, category & occasion architecture
PLATFORM	WooCommerce

A royal black-and-gold storefront with shop-by-silhouette, curated occasion edits, quick view, pan-India COD, 7-day exchange messaging, a store locator and one-tap WhatsApp support.

7	4	COD
categories	occasion edits	pan-India

All four projects are live. Visit them and shop like a customer would.

WEAREMOHAR.COM/WORK

07 · INDUSTRIES

Where we've *done the work.*

Fashion & couture
Bridal, ethnic and ready-to-wear

D2C e-commerce
Cross-border, multi-currency, COD

Retail & boutiques
Online stores linked to real shops

B2B technology
Signage, telecom, marketing, AI

Manufacturing
Factory-to-customer brands

Agencies & services
Case studies and consultation funnels

Local services
Clinics, salons, trades

Hospitality & F&B
Cafés, resorts, restaurants

08 · WHY MOHAR

The difference is *in the details.*

01
Operator experience
Our founder built and ran e-commerce businesses for nearly a decade. We design for sales, not just looks.

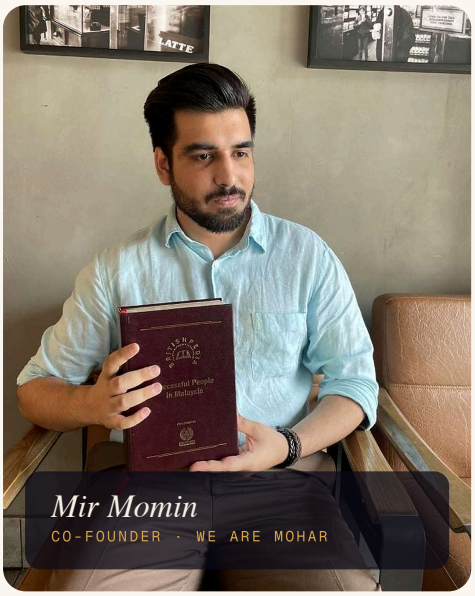
02
Founder-led, always
You work directly with the people who own the outcome, not account managers.

03
Human craft + AI speed
AI handles the heavy lifting, and human taste makes every decision.

04
Fixed prices, full ownership
A fixed quote before we start. Your domain, code, content and data stay yours.

09 · LEADERSHIP

The people *behind the seal.*



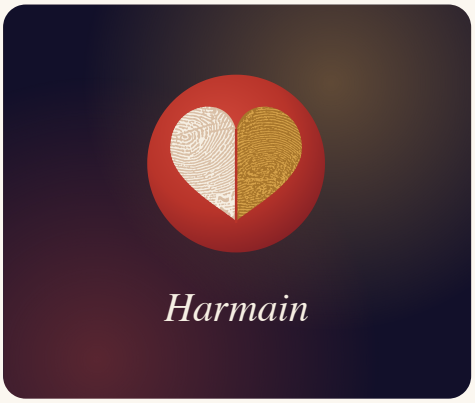
CO-FOUNDER · STRATEGY, TECHNOLOGY & GROWTH

Mir Momin

Mir Momin's journey began in Srinagar, Kashmir. A bachelor's degree in Computer Science at Lancaster University (Sunway Campus) laid the technical foundation for an entrepreneurial career.

Momin is the founder and CEO of Yeshan, a fashion label that grew from an Instagram store in 2016 into a brand with its own manufacturing, a website catalogue of over 1,000 designs, deliveries to 35+ countries, a flagship store at Pavilion Bukit Jalil in Kuala Lumpur and features in Tatler Asia.

Momin's expertise spans business development, product innovation, marketing, sales and operations, built in bootstrapped environments where resourcefulness decides everything. At Mohar, Momin leads strategy, e-commerce architecture, SEO and growth.



CO-FOUNDER

Harmain

Harmain co-founded We Are Mohar in 2025 and works alongside Momin on every project that carries the seal. Harmain's fingerprint is, quite literally, half of our logo: the gold half of the heart.

10 · ENGAGEMENT

Fixed prices. *Zero surprises.*

Every project starts with a free consultation and a written, fixed-price proposal. You own everything we build.

LAUNCH

from $790

ONE-TIME · ~7 DAYS

- ✓ Up to 5 custom pages
- ✓ Mobile-first, fast, secure
- ✓ Google Business Profile
- ✓ Visual editor + training

GROW · RECOMMENDED

from $1,490

ONE-TIME · ~14 DAYS

- ✓ Up to 12 pages + blog
- ✓ Full SEO setup
- ✓ AI imagery & copywriting
- ✓ Analytics & tracking

COMMERCE

from $2,490

ONE-TIME · ~21 DAYS

- ✓ Shopify or WooCommerce
- ✓ Payments, COD, shipping
- ✓ AI product imagery
- ✓ WhatsApp & email automations

MONTHLY

Care plan · $49/mo

Hosting, SSL, backups, monitoring, security and up to 1 hour of edits each month.

MONTHLY

Growth retainer · from $490/mo

SEO, content, ads, automation and monthly reporting.

PRICES IN USD. LOCAL BILLING IN INR AND MYR IS AVAILABLE THROUGH OUR INDIA AND MALAYSIA OFFICES.

LET'S TALK

Book a free *consultation.*

Tell us where your business is today and where you want it to be. We'll come back with a plan, a timeline and a fixed price within 48 hours.

INDIA · HQ

New Delhi

Omaxe Chowk, HC Sen Marg, Chhippy Wada,
Chandni Chowk, New Delhi 110006, India

+91 92203 50065

MALAYSIA

Kuala Lumpur region

Sutera Pines, Jalan Sutera Pines,
43000 Kajang, Selangor, Malaysia

+60 11-1420 0786

EMAIL

hello@wearemohar.com

WEB

wearemohar.com

WE ARE *Mohar*

A seal of approval.

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