



# COMPANY PROFILE

## Code and Pixels At a Glance



**IETM Development is Our Passion  
not Just Business**



# CODE & PIXELS

Values, People, Experience & Technology

13<sup>TH</sup>  
ANNIVERSARY  
2012 - 2025

Registered With



## About Us

**WE MEASURE  
OUR SUCCESS  
BY OUR CLIENT SUCCESS**

**Code and Pixels Interactive Technologies Private Limited** is a IT company with its headquarters in Hyderabad, providing **IETM and CBT Development services** to industries in verticals such as **Defence BFSI, Transportation, Aerospace, Manufacturing, Energy, BFSI & Education.**



## IETM – JSG 0852 Indian Defence Standard

**E-Learning  
CBT | Video Film**



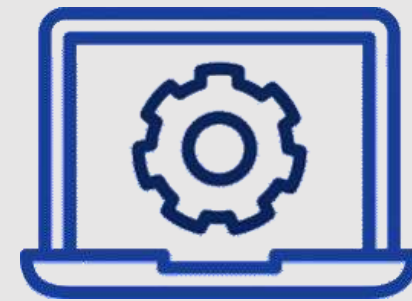
**Technical  
Documentation  
JSS 0251**

## Departments



### IETM DEVELOPMENT

- IETM , all Levels
- Web Application Develomnet
- EXE based Application



### Content Engineering

- Computer Based Training / Web Based Training
- Training Aids
- Video Based Learning



### Software Development

- LMS and LCMS
- English Language Lab
- Smart Classroom Service



### Technical Documentation

- JSS 0251 & JSG 0308 Documentation

- ❖ 125+ Customers across a broad spectrum of industries and sectors
- ❖ Excellent track record of Delivery
- ❖ Experienced Team
- ❖ Delivered 75+ IETM projects and 5000 Hours of E-Learning content /CBT

## Performance



## Operations

- ❖ 50+ professionals in development team
- ❖ Well equipped Development centre in Hyderabad
- ❖ ISO 9001:2015 Quality Certified



***We have 50+ Members Professional Team Consists of:***

**IETM Programmers**

**Project Managers**

**IETM – UI & UX**

**Content Writers**

**Document Integrator**

**Instructional Designers**

**QA & QC**

**Multimedia Team**

**HTML/PHP Developer**

**Sales & Marketing  
Team**



# Vision & Mission



## Our Mission

To be the premier IT service provider and the preferred Technology partner to our customers in executing IT & ITES Projects successfully through cutting edge technology and globally accepted standards.



## Our Vision

To see that project objectives are met and courses/ products become 100% functional to end users.



## Our Policy

We believe in building long-term mutually beneficial relationships by delivering quality learning solutions and professional services to all our customers and strive to improve the process continuously.

# Key Differentiators

**Our company values encompass qualities, aspirations and commitments**

**Learning:**

We put continuous improvement at the core of everything we do.

**Thought leadership:**

We aim to inspire and influence others.

**Results oriented:**

We meet expectations and deliver our promises.

**Passion and Pride:**

We believe in what we do and strive to make a difference.

**Honesty and Integrity:**

We build meaningful partnerships based on openness & trust.



# About the Company



## Performance

- Private Limited company
- Excellent track record of Delivery
- Experience Team
- Developed and Deliver 5000+ hours of custom learning content and 75+ IETM Projects for Indian Defence



## Operations

- Well equipped Development centre in Hyderabad, India
- ISO 9001:2015 certified



## Business Area

- IETM
- eLearning and Content Engineering Services
- Technical Documentation

# About the Company



Code and Pixels provides a range of **Computer-Based Training (CBT)**, **Interactive Electronic Technical Manuals (IETMs)**, technical documentation, and training aids for numerous defence laboratories such as DRDO, DRDL, RCI, and ASL, as well as production agencies like Bharat Dynamics Limited (BDL), Electronics Corporation of India Limited (ECIL), Bharat Electronics Limited (BEL), Hindustan Shipyard Limited (HSL), and BrahMos Aerospace.

The company also collaborates with various **OEMs**, including TATA, L&T, NOVA, Tractors India Limited, IdeaForge, Kirloskar, Enertech, Marine Electricals, MAN Energy Solutions, Tata NOVA, Tata Advanced Systems Limited, Anath Technologies, Raphe mPhibr, Jyoti Limited, Allterra, FlaktGroup, Johnson Controls, Gen Technologies, Rifle Factory Ishapore, Avison Systems, Data Patterns, Zmotion Autonomous Systems Pvt Ltd, Electropneumatics & Hydraulics (India) Pvt. Ltd., Kirloskar Brothers Ltd / KSB Ltd, Asteria Aerospace Limited, among others.



# About the Company



We are also partnered with international defence IETM service providers, including "Navcon Advanced Systems," a leading aerospace and defence company based in the UAE, and "EKA Three G," which offers an advanced networked electronic IT-based system from the Republic of Korea.

We are honored to support the Indian defence sector and have contributed to significant projects such as the AKASH Missiles, Agni Missiles, BrahMos Missile, ASTRA, and MRASM for the Indian Air Force (IAF).

Code and Pixels brings 13 years of experience managing defence projects, with a team well-versed in all Indian defence standards, including JSG 0852: 2019, JSS 0251: 2015, and the European aviation standard S1000D.

We are the only company in India that has successfully delivered approximately 75+ IETM assignments to the Indian Armed Forces.



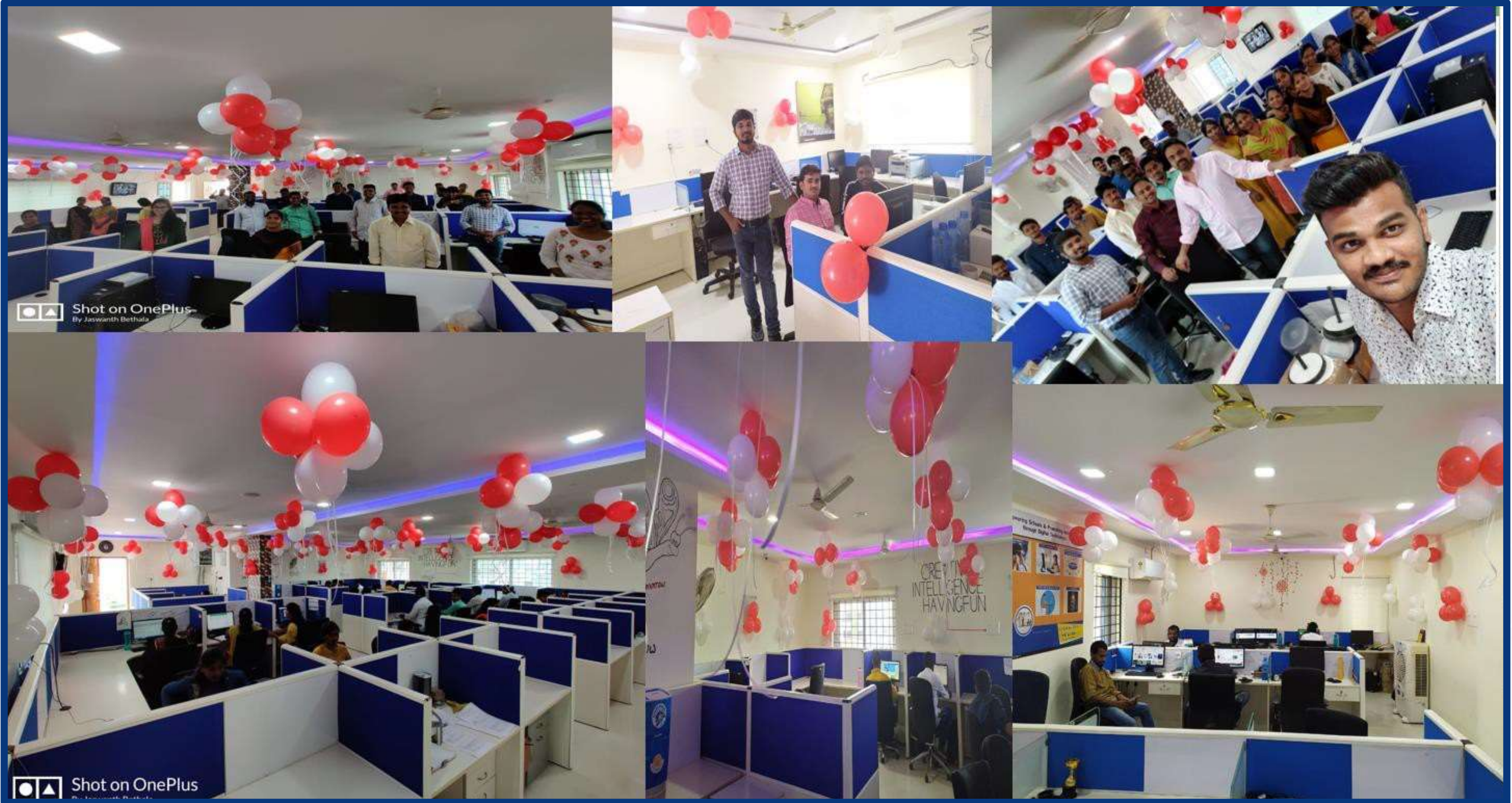


# Company Owned Building













**CIOReviewIndia**

*Recognizes*

**Digital Teacher**

*In Annual Roll of Honor*

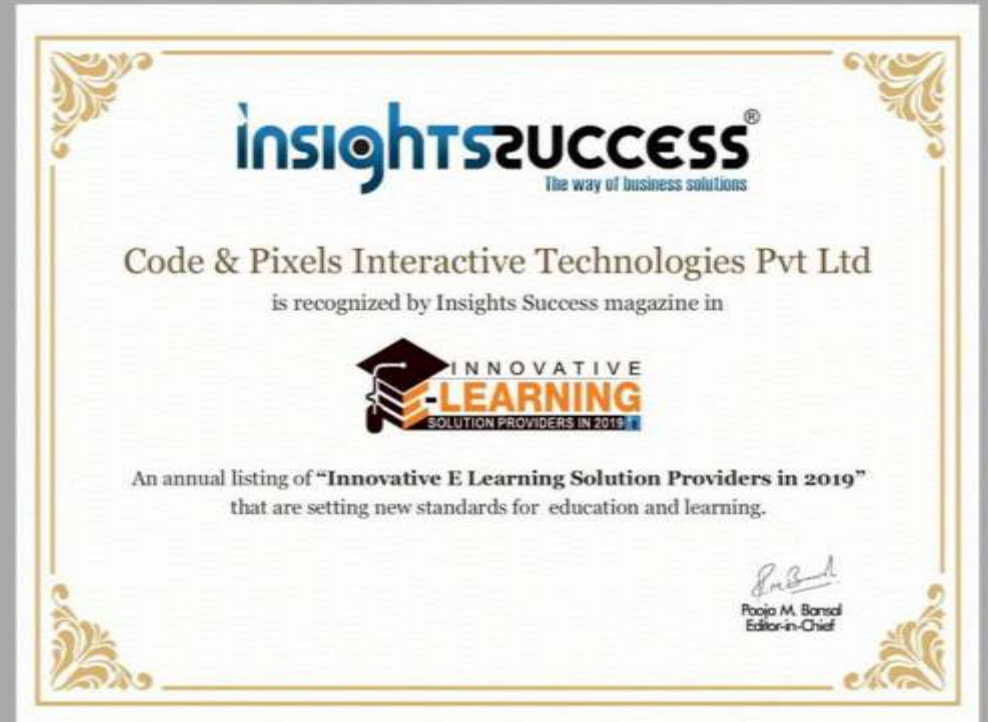
*As one of the*

**"10 Most Promising  
Smart Classroom  
Solution Providers - 2019"**

*In commendation for their unbridled strive  
towards excellence and innovation in this field.*

*Sudhakar Singh*

Sudhakar Singh  
Editor  
CIOReviewIndia



**We Measure  
Our Success  
By Our Client's  
Success**



*Happy Clients*

AWARDS ARE GREAT, REFERENCES ARE AWESOME.. BUT WHAT IS MOST IMPORTANT TO US IS THAT OUR CLIENTS ARE HAPPY!



## ABOUT THE COMPANY



Registered with: ISO 9001 : 2015 Quality Certified Company



Code and Pixels, an ISO 9001: 2015 company headquartered in Hyderabad employs the best talent in the industry with a range of specializations including Subject Matter Experts, Instructional Designers, Multimedia Specialists, Software Professionals and Consultants.

We are a specialist e-learning company, providing Simulation & Training Solutions, Content Engineering Services, Consultancy Services and IT Services to the Industry.

### BFSI, Defence and Government Organizations



RailTel Corporation of India Ltd  
(A Miniratna Category - I Enterprise)



Army Air Defence College



MHRD  
Govt. of India



BHARAT DYNAMICS LTD  
(A Govt. of India Enterprise)



Sardar Vallabhbhai Patel  
National Police Academy



Rural Development  
of AP



Digital India  
Power To Empower



## Universities



Jawaharlal Nehru  
University



University of Mumbai



Sri Ramachandra  
University



Avinashilingam  
University



National Institute  
of Nutrition



Tilak Maharashtra  
University



University of Madras



University of Calcutta



Anna University



INDIAN  
INSTITUTES  
OF PUBLIC  
HEALTH

## Corporates



**Partnering** with the best to deliver exceptional quality & value

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**Design and Development of Interactive Electronic Technical  
Manuals CBTs, Video Films and Training Aids**



Design and Development of  
Interactive Electronic technical  
Manuals development



|                                                                                                                                                                |                                                                                                                                            |                                                                                                                                        |                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>भारत इलेक्ट्रॉनिक्स</b><br/><b>BHARAT ELECTRONICS</b></p>             |  <p>राइफल फैक्टरी ईशापुर<br/>RIFLE FACTORY ISHAPORE</p> |  <p><b>NOVA</b><br/>NOVA INTEGRATED SYSTEMS LTD</p> |  <p><b>ARC</b></p>                         |
|  <p><b>TATA</b><br/>TATA INTERNATIONAL VEHICLE APPLICATIONS PVT. LTD.</p>     |  <p><b>Marine Electricals</b></p>                       |  <p><b>ideaForge</b><br/>Create. Inspire</p>       | <p><b>DESMI</b></p>                                                                                                           |
|  <p><b>MAN</b><br/><b>MAN Energy Solutions</b><br/>Future in the making</p> |  <p><b>NAVCON</b><br/>ADVANCED SYSTEMS</p>            |  <p><b>DATA PATTERNS</b></p>                      |  <p><b>ASHOK LEYLAND</b><br/>DEFENCE</p> |



**HINDUJA**



प्रत्यक्षं किम् प्रमाणं



**FläktGroup®**



**HIGHBAR**  
TECHNOCRAT



|                                                                                     |                                                                                       |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|   |    |    |    |
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RailTel Corporation of India Ltd  
(A Miniratna Category - I Enterprise)



CENTER FOR DEVELOPMENT OF  
ADVANCED COMPUTING



Rural Development  
of AP



**MHRD**  
Govt. of India



**IndianOil**

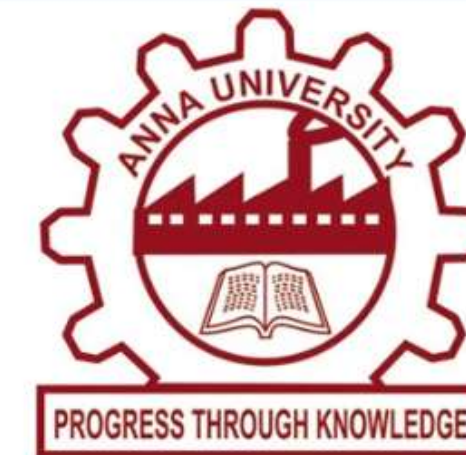
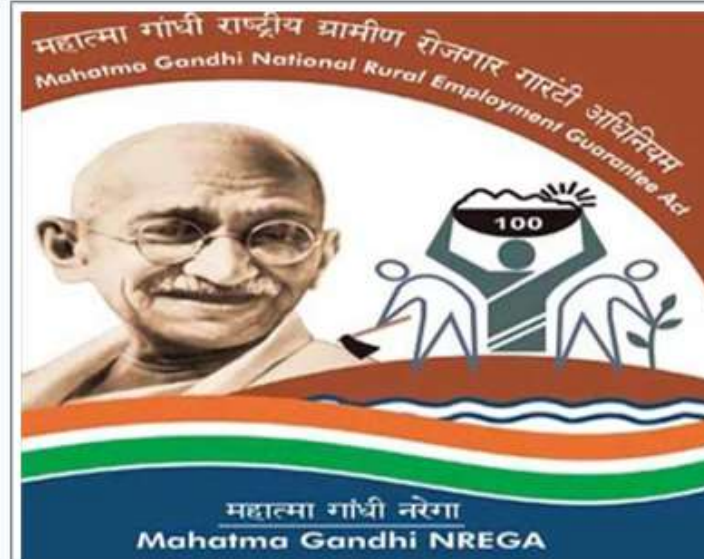




सत्यमेव जयते  
**NMEICT**



**UGC**  
**University Grants Commission**



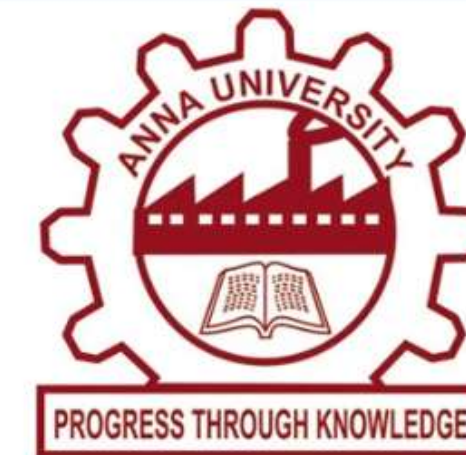
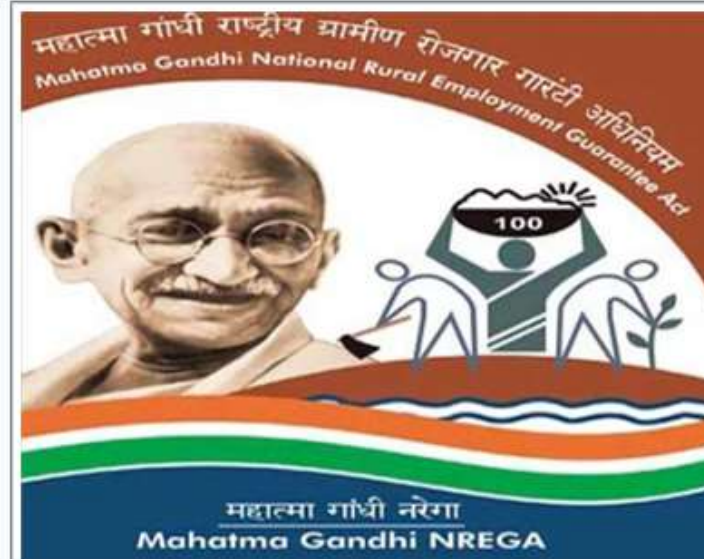
**Anna University**



सत्यमेव जयते  
**NMEICT**



**UGC**  
**University Grants Commission**



**Anna University**



Avinashilingam  
University



Gujarat University



University of  
Hyderabad



University of Jammu



University of Calcutta



University of Madras



**MHRD**  
Govt. of India



University of Mumbai



University of Mysore



National Institute  
of Nutrition



Jawaharlal Nehru  
University



Prof. Jayashankar  
Agricultural University



SNDT Women's  
University



Sri Ramachandra  
University



Indian Statistical  
Institute



Tilak Maharashtra  
University



# OUR IETM CLIENTS



**CODE & PIXELS**  
Values, People, Experience & Technology





**Unmanned Aerial Vehicle**



**Military Armoured Vehicles**



**Missiles**



**Naval Vessels & other equipment**



**Satellites, Radars & Communication**



**Guns and Artillery**



Unmanned Aerial Vehicle



UAV



PALM Series

Canister launched Anti-armoured Loitering  
Munition System-CALM





Unmanned Aerial Vehicle



MINI REMOTELY PILOTED AIRCRAFT SYSTEM (MINI RPAS)

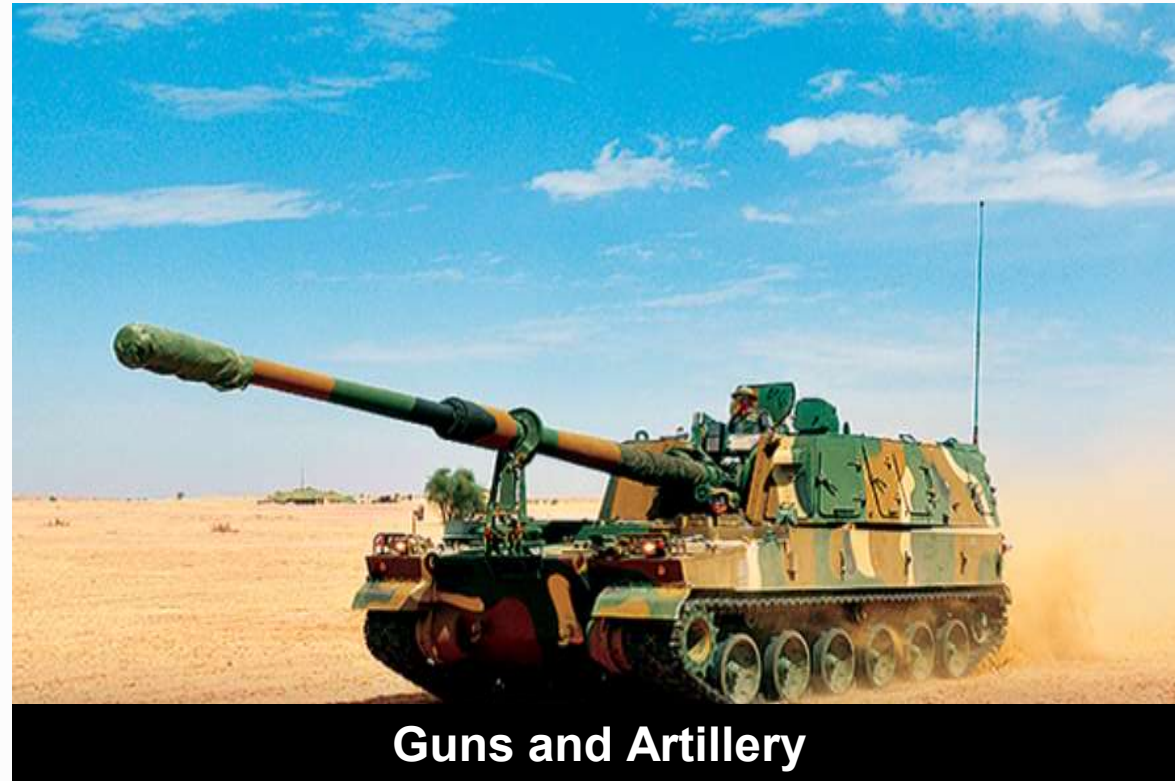


UAV



LOITER MUNITION SYSTEM





**Guns and Artillery**



**K9 VAJRA**



**Sniper Refile**



**Refile Factory, Ishapore**



**CQB carbine**



**Satellites, Radars & Communication**



**SURFACE SURVEILLANCE RADARS**



**TELESCOPE SIGHT**



**Satellites, Radars & Communication**



**DGPS Main & Rover**





Missiles



AKASH



Agni



BrahMos





Missiles



Astra



MRSAM (IAF)





**Military Armoured Vehicles**



**Bulletproof Security Vehicle**



**High Mobility Reconnaissance Vehicle-  
HMRV**

  
**ASHOK LEYLAND**  
DEFENCE

**Mahindra**  
DEFENCE



**Military Armoured Vehicles**



**Light Bullet Proof Vehicle - LBPV**



**Light Specialist Vehicle -LSV**



**VEHICLE MOUNTED INFANTRY MORTAR SYSTEM - (VMIMS)**

**Mahindra**  
DEFENCE



**AKASH Missile Supporting Vehicles**



**Missile Handling Trolley**



**Missile Handling Trolley Vehicle**



Poona Bearing Industries PVT. LTD.



**AKASH Missile Supporting Vehicles**



**Akash Tent Vehicle**



**Missile Transportation Vehicle**





**AKASH Missile Supporting Vehicles**



**Combat Command Control Centre**



**Mobile System for Missile Checkout**

  
Electronics Corporation  
of India Limited



**AKASH Missile Supporting Vehicles**



**Akash Army Launcher**



**Mobile Launcher Repair Station**



**AKASH Missile Supporting Vehicles**



**Akash Auto Crane**



**Transport Cum Loader Vehicle**







Naval Vessels & other equipment



CONDENSATE EXTRACTION  
PUMP



IN-LINE' CENTRIFUGAL PUMP-NSL

ROTAN F.O. PUMP

ROTAN L.O. PUMP

SALVAGE PUMP

 **Jyoti Ltd.**  
Water • Power • Progress

**DESMI**  
Make life flow



Naval Vessels & other equipment



Integrated Bridge System



**Marine  
Electricals  
(India)**

PROJECT : SURVEY VESSEL LARGE  
YARD : 3025  
SCOPE :

- MAIN PROPULSION ENGINES WITH ACCESSORIES
- STERN GEARS WITH ACCESSORIES
- GEAR BOX WITH ACCESSORIES

 **INDIAN NAVY**

 **GARDEN REACH SHIPBUILDERS & ENGINEERS LTD.**

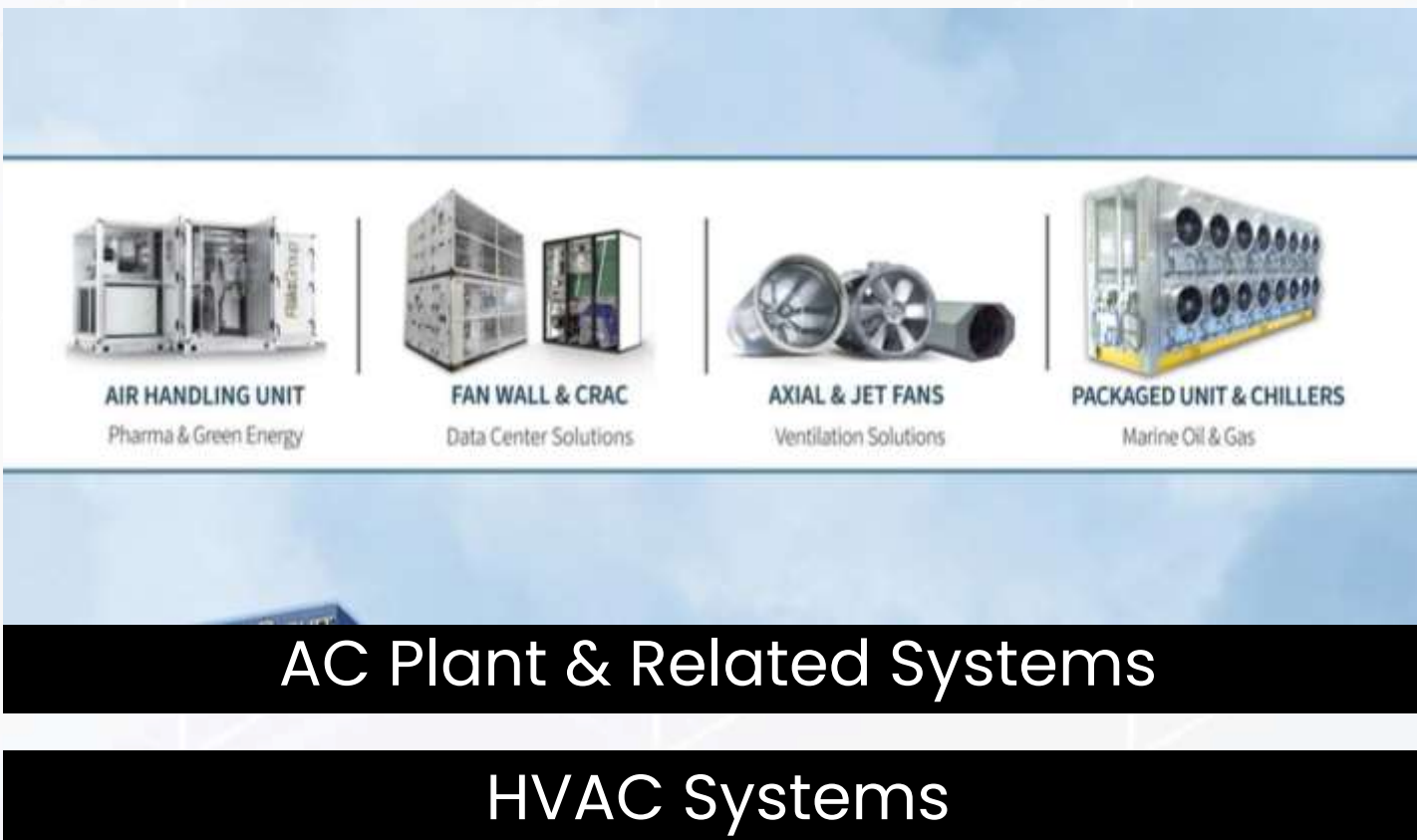
**Main Propulsion Engines with Accessories**

**Stern Gears with Accessories**

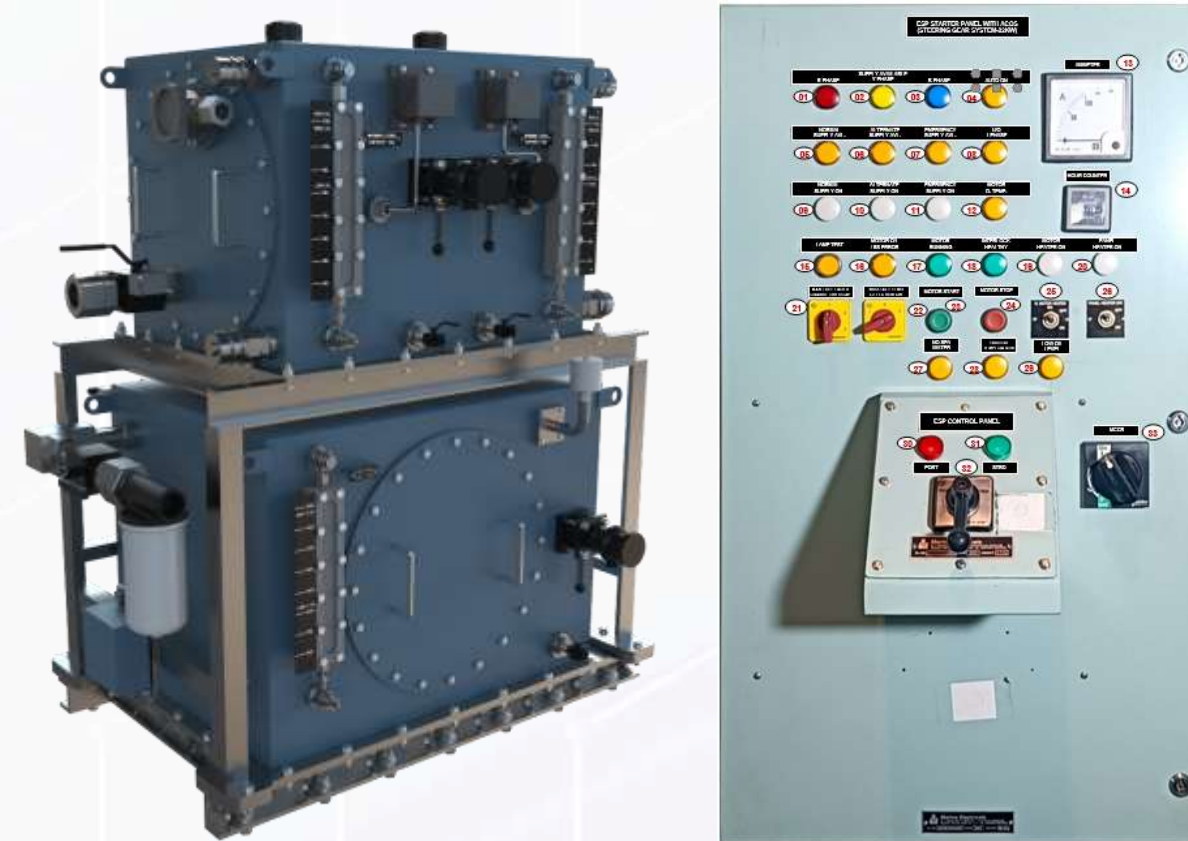
**Gear Box with Accessories**



**MAN Energy Solutions**



**FläktGroup**





Naval Vessels & other equipment



Insulation Monitoring System (IMS)

**LINIA**

# OUR CBT CLIENTS





**Guns and Artillery**



**K9 VAJRA**



**REMOTELY CONTROLLED WEAPON  
STATION (RCWS) 12.7MM NSVT**



**LARSEN & TOUBRO  
DEFENCE**



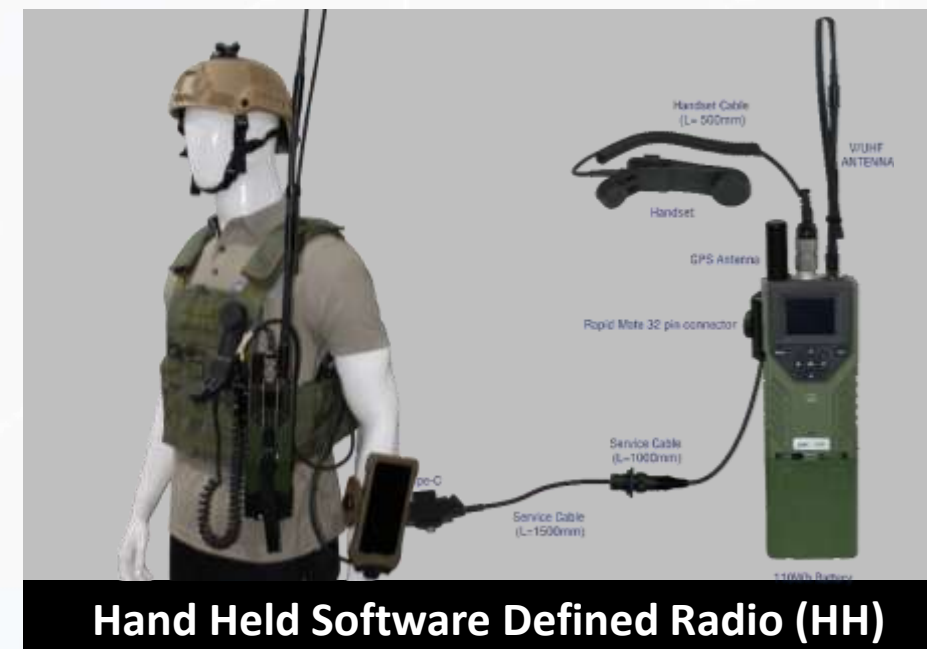
**TATA ADVANCED SYSTEMS**

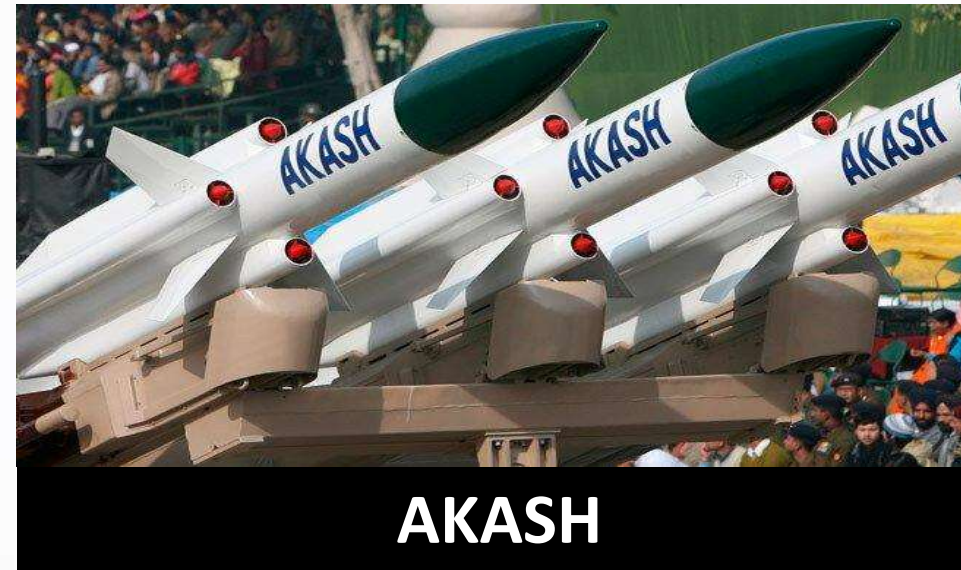


**TATA**  
**TATA ADVANCED SYSTEMS**



  
**TATA**  
**TATA ADVANCED SYSTEMS**









**Military Armoured Vehicles**



**High Mobility Reconnaissance Vehicle-  
HMRV**



**Light Bullet Proof Vehicle - LBPV**

**Mahindra**  
DEFENCE

**Mahindra**  
DEFENCE



**Military Armoured Vehicles**



**Light Specialist Vehicle - LSV**



**VEHICLE MOUNTED INFANTRY MORTAR SYSTEM - (VMIMS)**

**Mahindra**  
DEFENCE

**Mahindra**  
DEFENCE



**AKASH Missile Supporting Vehicles**



**Missile Handling Trolley**



**Missile Handling Trolley Vehicle**



**Poona Bearing Industries  
PVT. LTD.**



**AKASH Missile Supporting Vehicles**



**Akash Tent Vehicle**



**Missile Transportation Vehicle**





**AKASH Missile Supporting Vehicles**



**Combat Command Control Centre**



**Mobile System for Missile Checkout**

  
Electronics Corporation  
of India Limited



**AKASH Missile Supporting Vehicles**



**Akash Army Launcher**



**Mobile Launcher Repair Station**



**AKASH Missile Supporting Vehicles**



**Akash Auto Crane**



**Transport Cum Loader Vehicle**

**TIL** Tractors India



**Pinaka Missile Supporting Vehicles**



**LCR VEHICLE (PINAKE)**

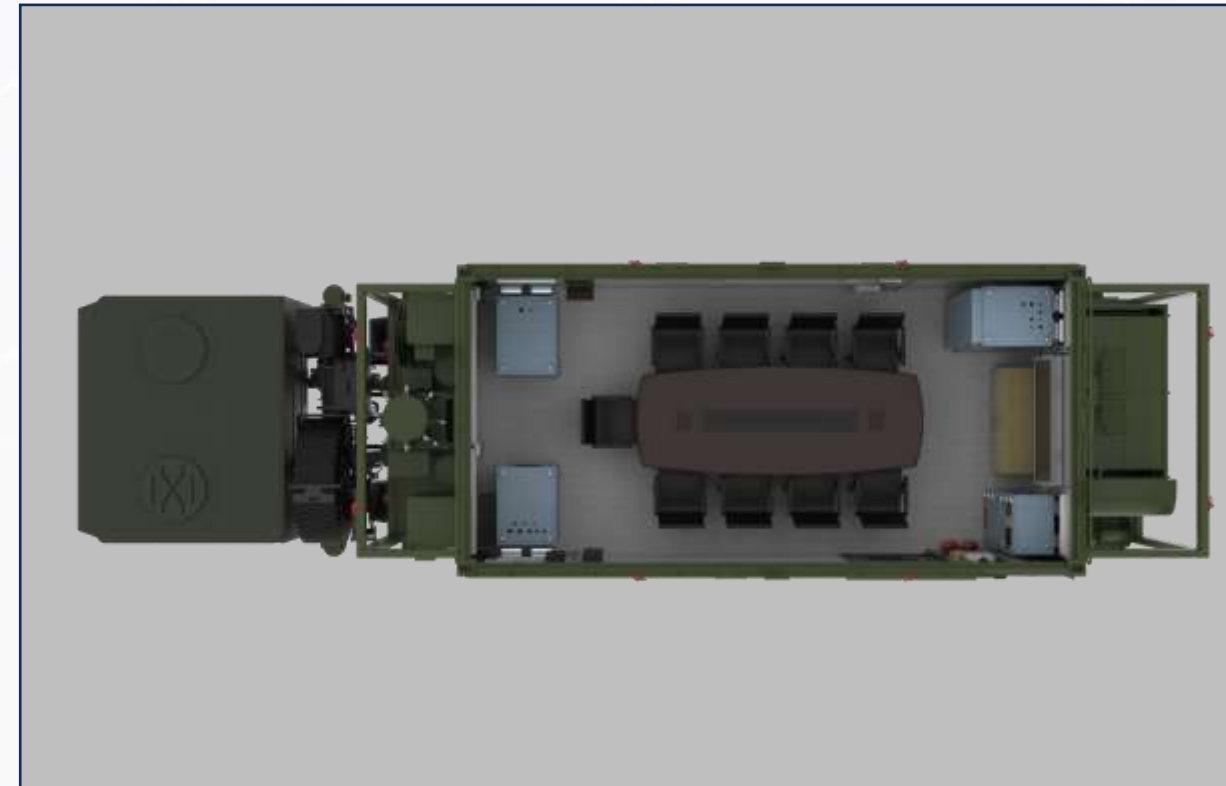




**MRSAM Missile Supporting Vehicles  
(Ground System)**



**CMS-71 TRAINING SYSTEM**



**COMBAT MANAGEMENT SYSTEM P-71**



**TATA** ADVANCED SYSTEMS



**NOVA** INTEGRATED SYSTEMS LIMITED  
A **TATA** ENTERPRISE



**MRSAM Missile Supporting Vehicles  
(IAF)**



**Reloader Vehicle (RV)**



**Fiels Service Vehicle (FSV)**





# Want to see the IETM software?

Until you see the software, you will not be able to understand it fully. Hence, we strongly recommend you have a virtual meeting for 15 minutes so that you will have a fair idea about the IETM software.



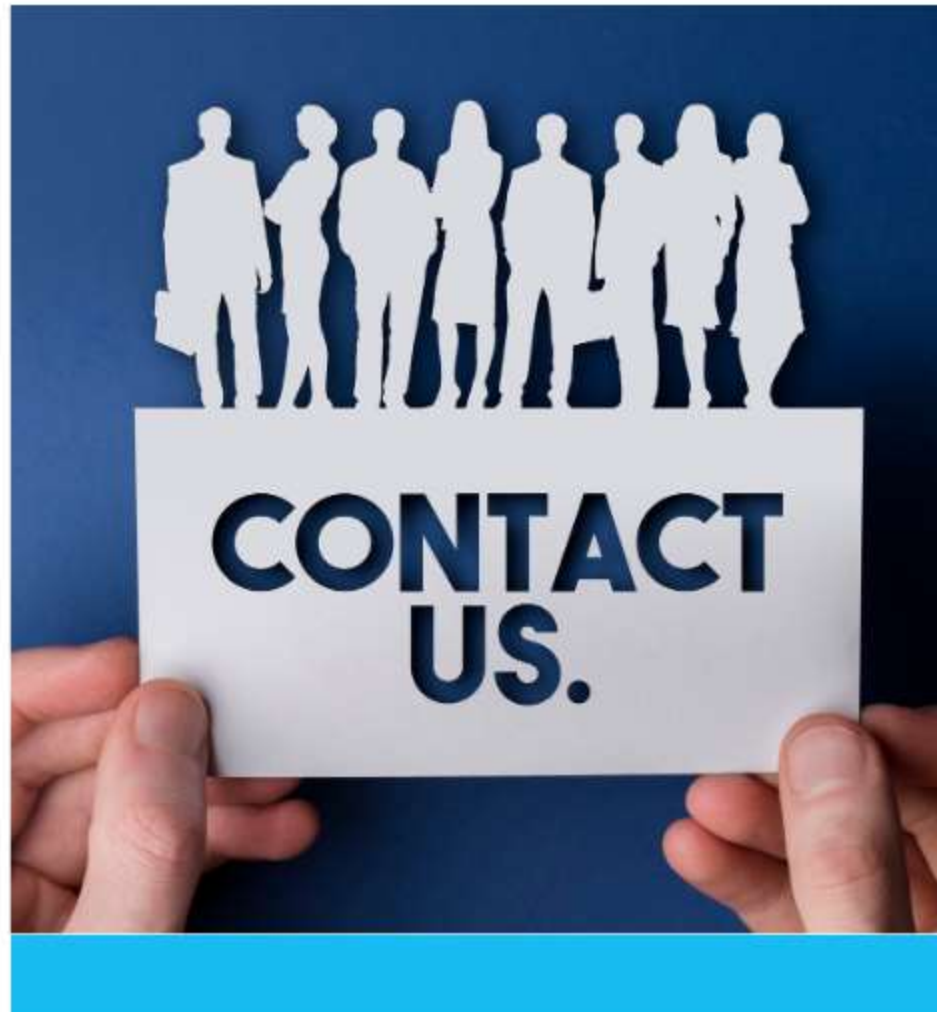
**Write an email to [ietm@codeandpixels.net](mailto:ietm@codeandpixels.net) or call **09849527706** to fix up the quick demo on IETM.**



# CODE & PIXELS

Values, People, Experience & Technology

**We are Just**  
 **a Call away**  
.....



**Gopi Krishna**



**+91 98495 27706**



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**[www.codeandpixels.net](http://www.codeandpixels.net)**



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# CODE & PIXELS

Values, People, Experience & Technology

**13<sup>TH</sup>**  
ANNIVERSARY

**ANNIVERSARY  
CELEBRATIONS  
— 2012–2025 —**