

Great ideas often get lost between design and development. Few can do both, fewer still do it fast.

We built Zerror to erase that gap.  
When design and tech move as one,  
ideas don't just survive, they shine.

Design shouldn't fight development because choosing between beautiful design and reliable tech is outdated. We bring both together - seamlessly, quickly & with intent.

zeror

Systems. Structure. Precision.

# For founders who dream in beta.

Zerror is a design-led IT consultancy built for modern digital businesses. We operate at the intersection of **design, technology, and scalability**, crafting systems that don't just look good, they perform. We believe great digital products are continuously shaped through testing, evolution, and adaptability.

Our focus is on building high-performance experiences that reduce friction, eliminate noise, and scale alongside modern businesses ensuring every system feels intuitive, future-ready, and built to grow.

01

## Website Design & Development

Mood boarding  
U/UX Design  
Front & Back End Development  
Responsive Design  
Performance & Security

02

## Custom Software Development

Content Architecture  
Headless CMS  
Admin Dashboards  
Custom Workflows  
Scalable Systems

03

## eCommerce Solutions

Store Strategy  
UX-Led Design  
Payment & Checkout  
Platform Development  
Scalable Infrastructure

04

## Branding, Marketing & SEO

Brand Identity  
Visual Systems  
Digital Marketing  
SEO Strategy  
Growth Optimisation

*THE*  
*Hollywood*  
REPORTER  
INDIA

*Esquire*  
INDIA

*manifest*

Robb Report INDIA

**SKF**  
SALMAN KHAN FILMS

P.O

**DISRPTVE.**

JUST **NOSH**

 RP - Sanjiv Goenka  
Group

  
mad  
earth  
creative studios

RPSG  
**Media**

STUDIO  
akto

**HEFTV.2RE**

**NAHARA**

*SDAF*  
SHIVDUTT DAS  
ART FOUNDATION

**RESIDE *IN* BEING**

# Case Studies

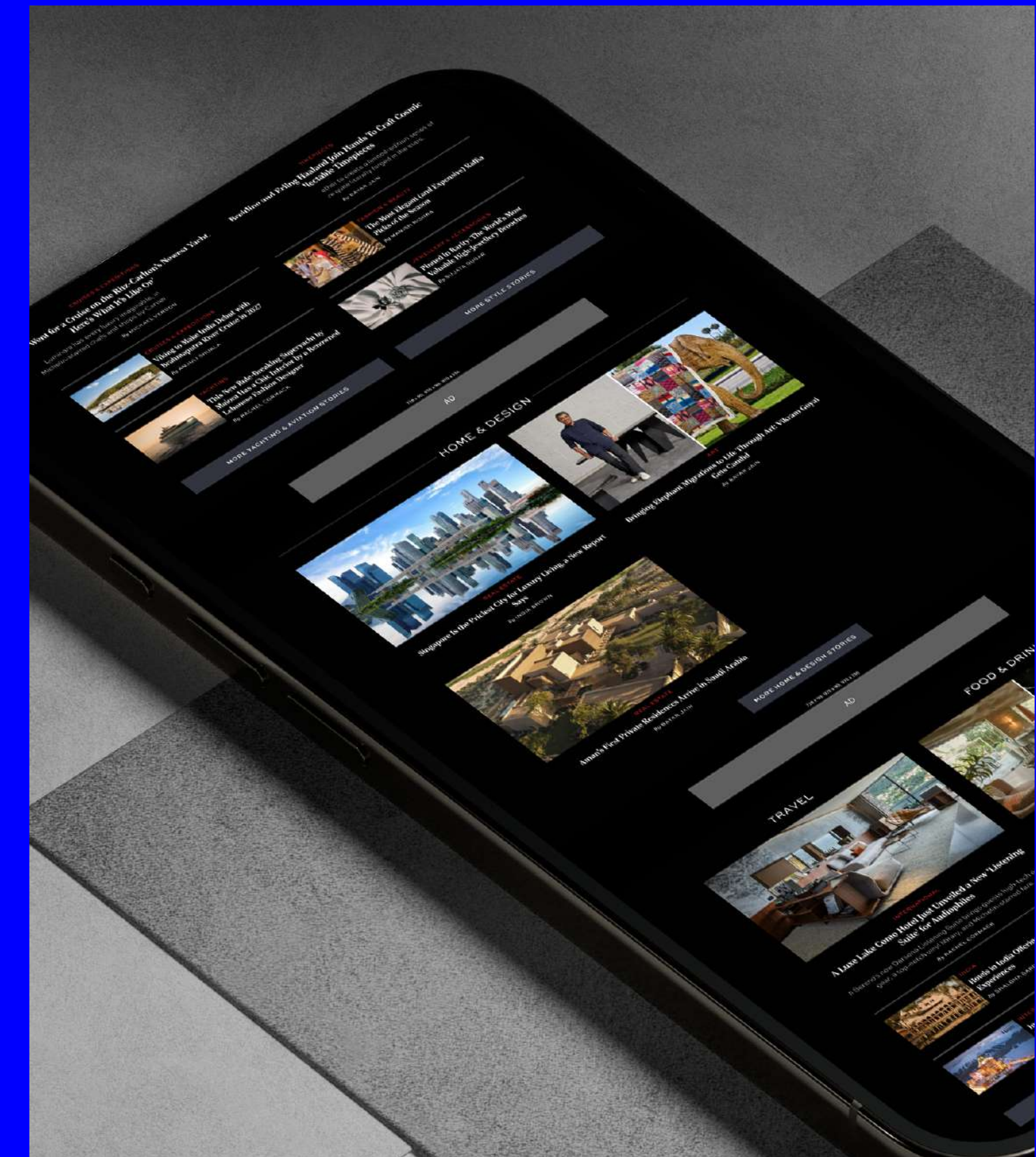
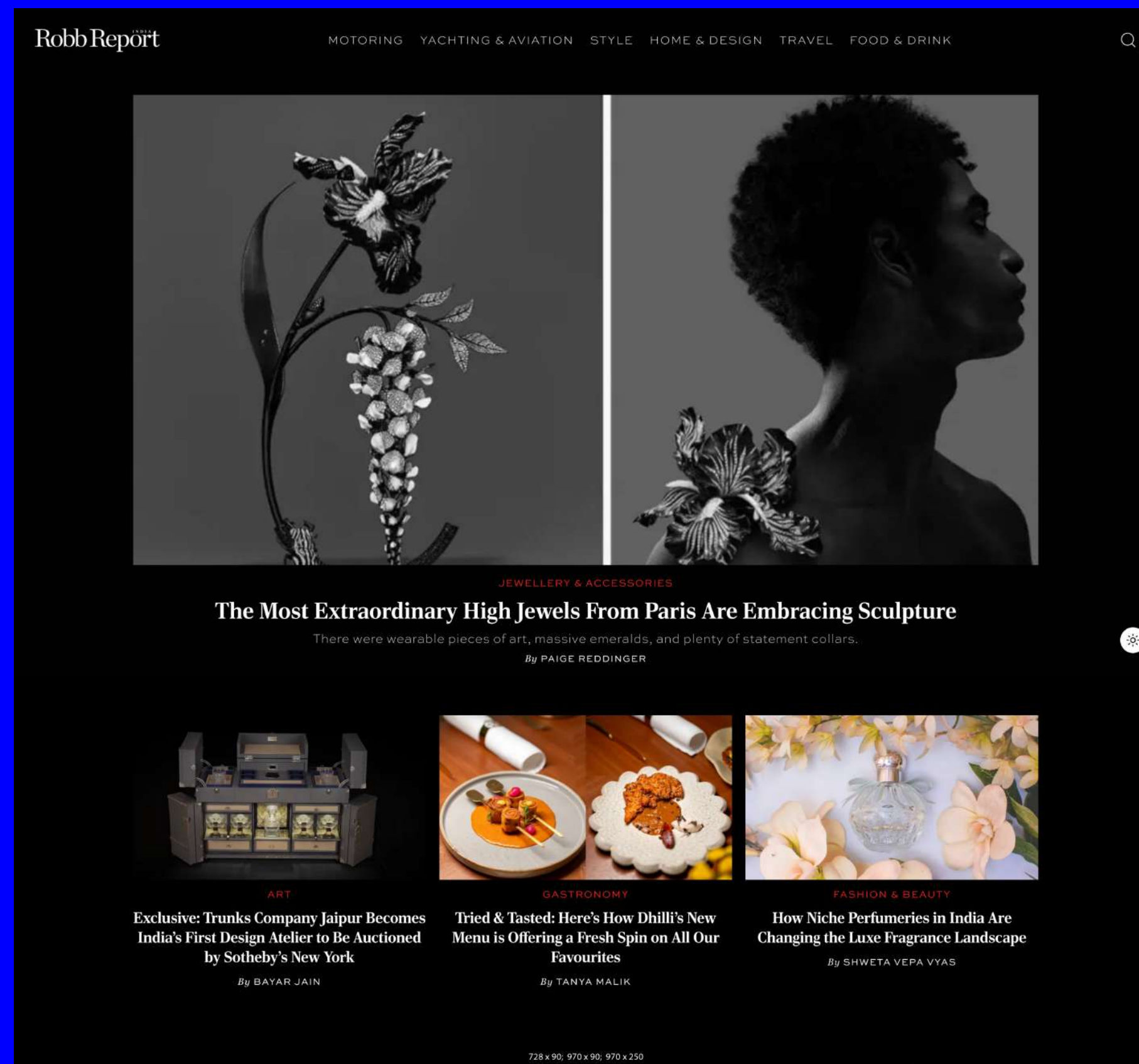
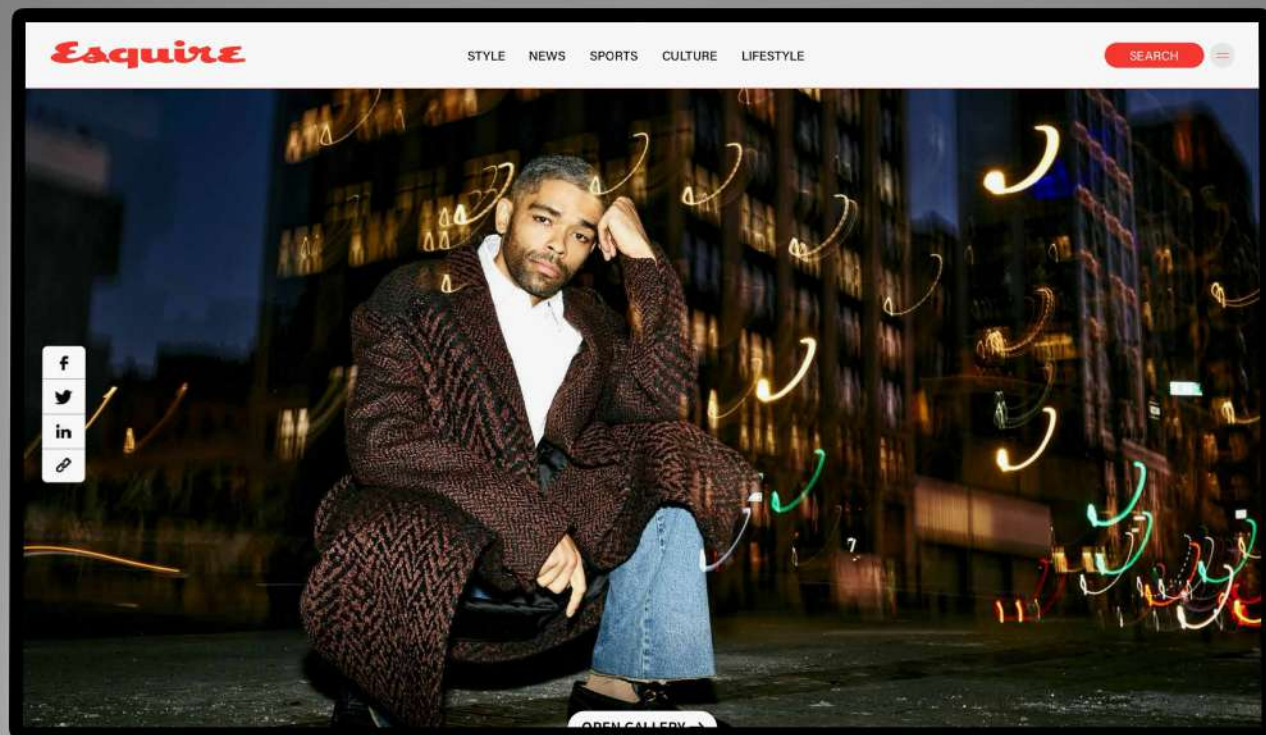
# Case Study 01: RPSG Media

## OVERVIEW

RPSG Media partnered with us to launch the India editions of The Hollywood Reporter, Esquire, and Robb Report through a completely custom publishing ecosystem built for scale, speed, and brand distinction. Instead of relying on restrictive templates, we developed a unified backend with tailored CMS workflows and custom websites for each publication, optimized individually for breaking news, editorial storytelling, and luxury curation. The result: 500+ editors publishing seamlessly, 3M+ monthly users, and all three brands reaching #1 category rankings within 12 months.

## SCOPE OF WORK

- Custom CMS Development
- Custom Website Design & Development
- Editorial Workflow Systems
- Scalable Backend Infrastructure



# 1

## The Problem

RPSG Media launched three international publishing brands in India, but standard WordPress templates couldn't support the scale, speed, or premium editorial experience required.

While the backend infrastructure remained unified and scalable, every editorial workflow and frontend experience was tailored specifically to each publication's content style, audience, and publishing needs.

# 2

## The Solution

We designed and developed a completely custom CMS and custom built websites for The Hollywood Reporter, Esquire, and Robb Report.

Each publication had entirely different operational needs from breaking news publishing to luxury product curation while still needing to maintain the prestige and identity of globally recognized media brands.

# 3

## The Outcome

The platform now supports 500+ editors publishing seamlessly at scale and delivers sophisticated digital experiences to over 3M+ monthly users.

Within 12 months, all three publications achieved category-leading rankings, powered by infrastructure designed to enable editorial excellence rather than restrict it.

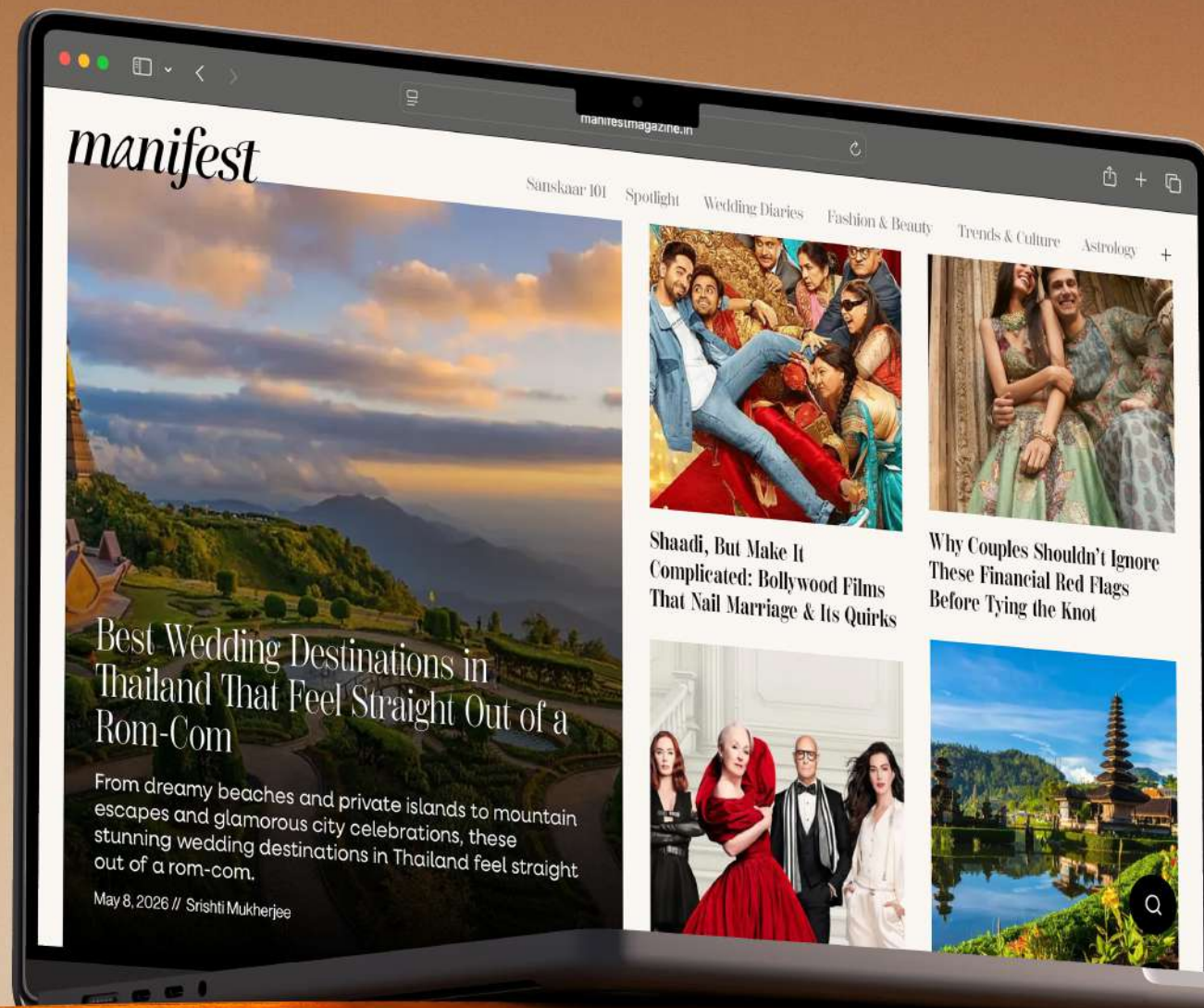
# Case Study 02: Manifest

## OVERVIEW

Manifest partnered with us to migrate from a restrictive WordPress setup to a fully custom publishing platform built for scalability, performance, and long-term growth. The challenge wasn't just redesigning the experience — it was preserving five years of SEO authority, editorial content, media assets, and search rankings without downtime or data loss. We engineered a custom migration infrastructure and rebuilt the platform from the ground up, enabling a seamless transition with zero disruption to readers while significantly improving performance, flexibility, and publishing capabilities. The result was a 200% increase in traffic post-launch alongside a completely preserved content ecosystem.

## SCOPE OF WORK

- Custom CMS Development
- Wordpress Migration Infrastructure
- Website design & Development
- SEO & Data Preservation Systems



# 1

## The Problem

Manifest had spent five years building content, SEO authority, and editorial infrastructure on WordPress, but the platform had become limiting in both design flexibility and performance.

They needed a modern, fully custom publishing experience without risking years of accumulated data, rankings, URLs, and media assets during migration.

# 2

## The Solution

We engineered a fully custom publishing platform alongside a custom migration infrastructure capable of intelligently translating and transferring large-scale content, metadata, media assets, and relationships from WordPress without disruption.

Every original URL structure and SEO signal was preserved while the new platform was rebuilt for speed, scalability, and editorial flexibility.

# 3

## The Outcome

The migration launched with zero downtime, zero broken links, and zero data loss. Post-launch, traffic increased by 200%, page speeds improved significantly, and the editorial team gained the flexibility to scale and innovate on a modern publishing system built for long-term growth.

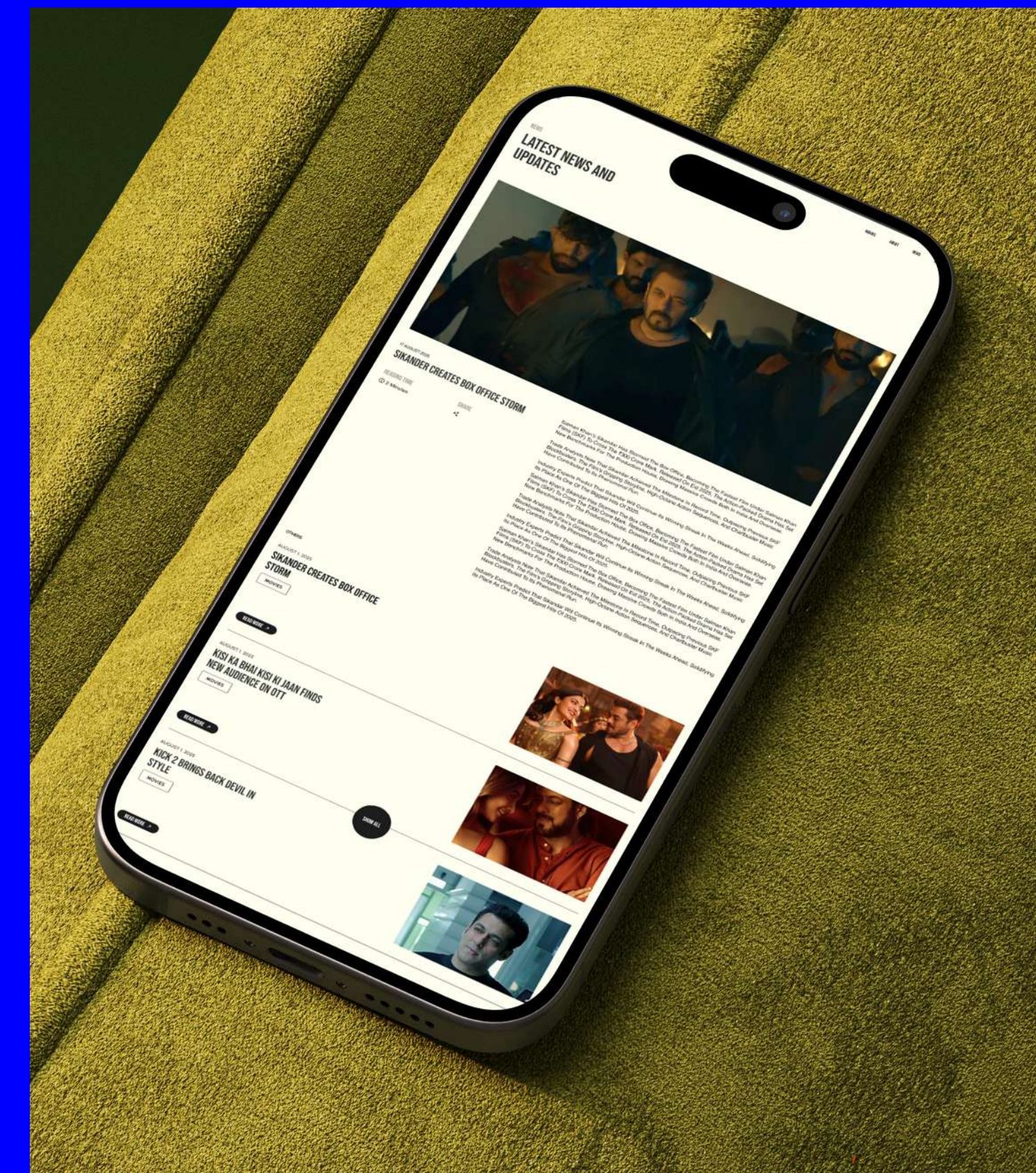
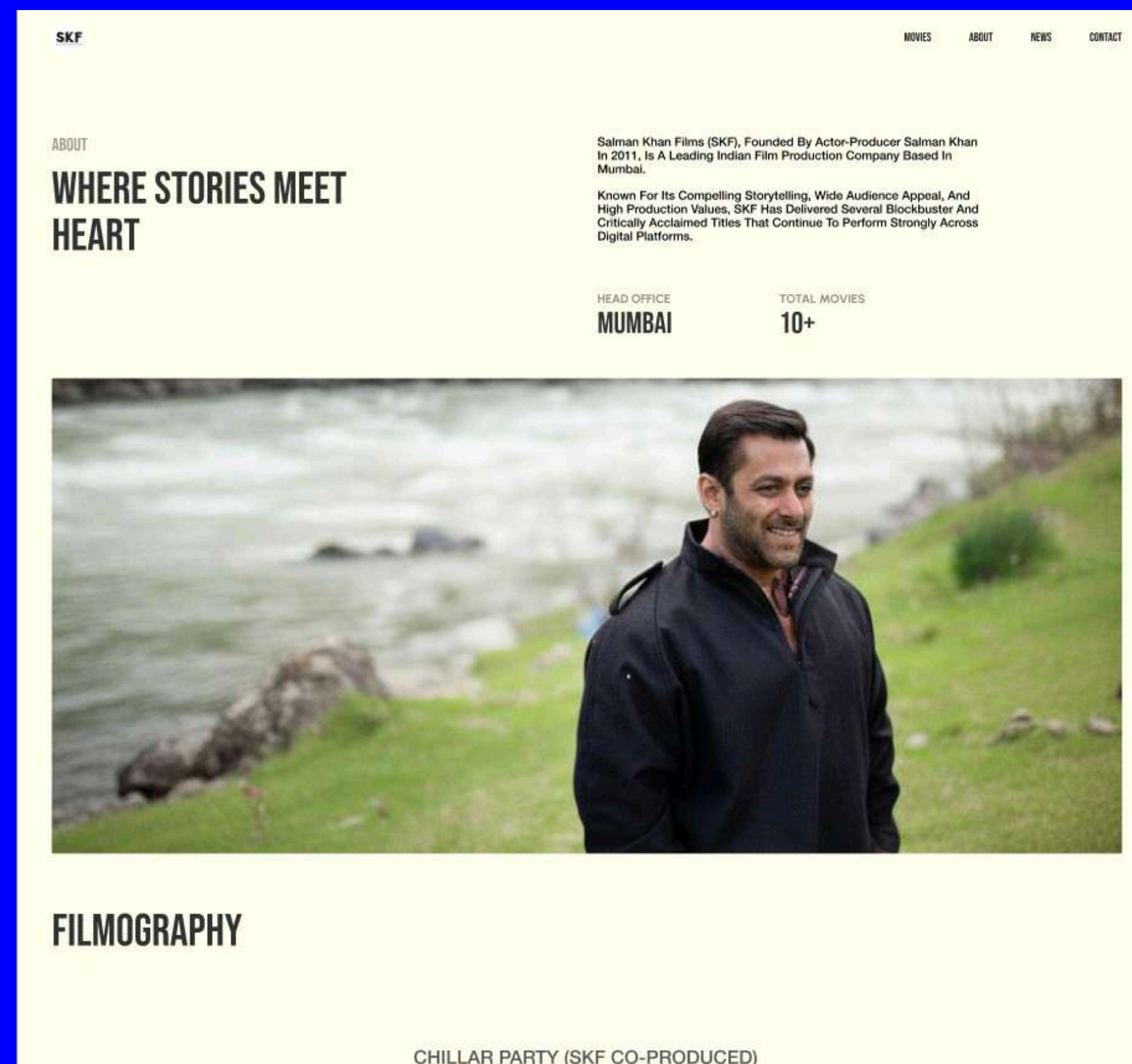
# Case Study 03: Salman Khan Films

## OVERVIEW

Salman Khan Films partnered with us to create a premium digital showcase reflecting the scale, prestige, and timelessness of one of Bollywood's most recognized production houses. Rather than building a trend-driven entertainment website, the focus was on crafting a refined and cinematic digital experience designed to remain visually relevant across multiple film cycles. Through custom design, intentional motion, and restrained visual storytelling, we developed a platform that continues to feel contemporary years after launch.

## SCOPE OF WORK

- Custom Website Design & Development
- Creative Direction & Digital Experience Design
- Motion & Interaction Design
- Responsive Frontend Development



# 1

## The Problem

Salman Khan Films needed a digital presence that reflected their position as one of Bollywood's leading production houses. Most entertainment websites rely heavily on design trends that age quickly, making it difficult to create something that feels modern today while remaining relevant years later.

The challenge was to build a sophisticated, cinematic experience without sacrificing timelessness.

# 2

## The Solution

We designed and developed a completely custom showcase website rooted in cinematic storytelling and restrained visual design.

Every interaction from typography and spacing to animations and transitions was carefully crafted to communicate elegance, confidence, and premium brand positioning without relying on temporary design trends or visual excess.

# 3

## The Outcome

The platform continues to remain visually contemporary years after launch, adapting seamlessly across multiple film releases and portfolio updates without requiring redesign.

The result is a timeless digital experience that reinforces the production house's prestige while sustaining long-term brand relevance.

# Case Study 04: Deveshe Dreams

## OVERVIEW

Deveshe Dreams partnered with us to build a completely custom e-commerce platform reflecting the exclusivity, craftsmanship, and intentionality of their limited-collection fashion model. Traditional e-commerce systems built for mass retail couldn't support their operational workflows or premium brand positioning. We designed a proprietary platform tailored specifically to their business — combining sophisticated digital storytelling with custom infrastructure for pre-orders, collection drops, inventory management, and customer experience. The result was a significant transformation in both brand perception and business performance.

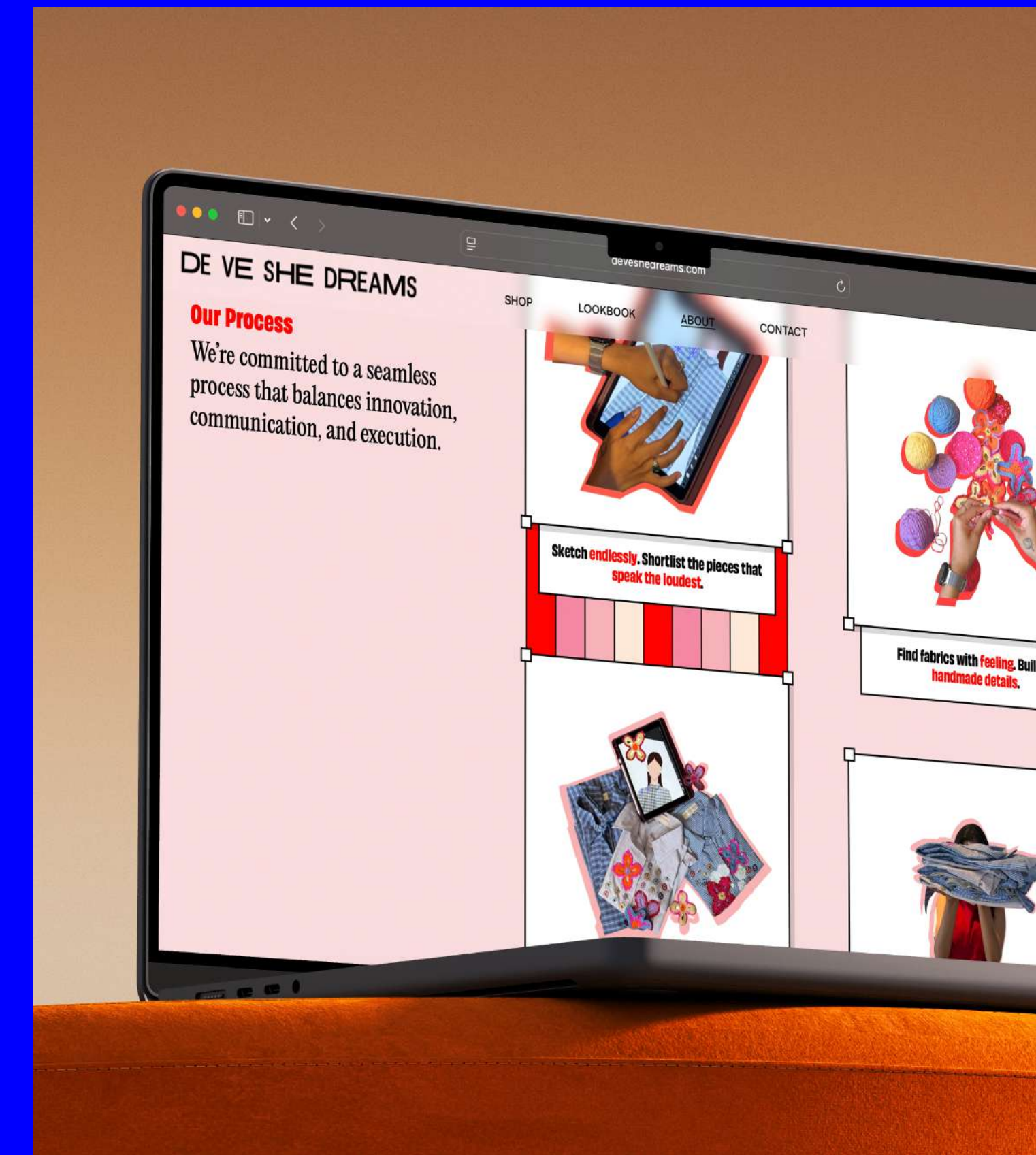
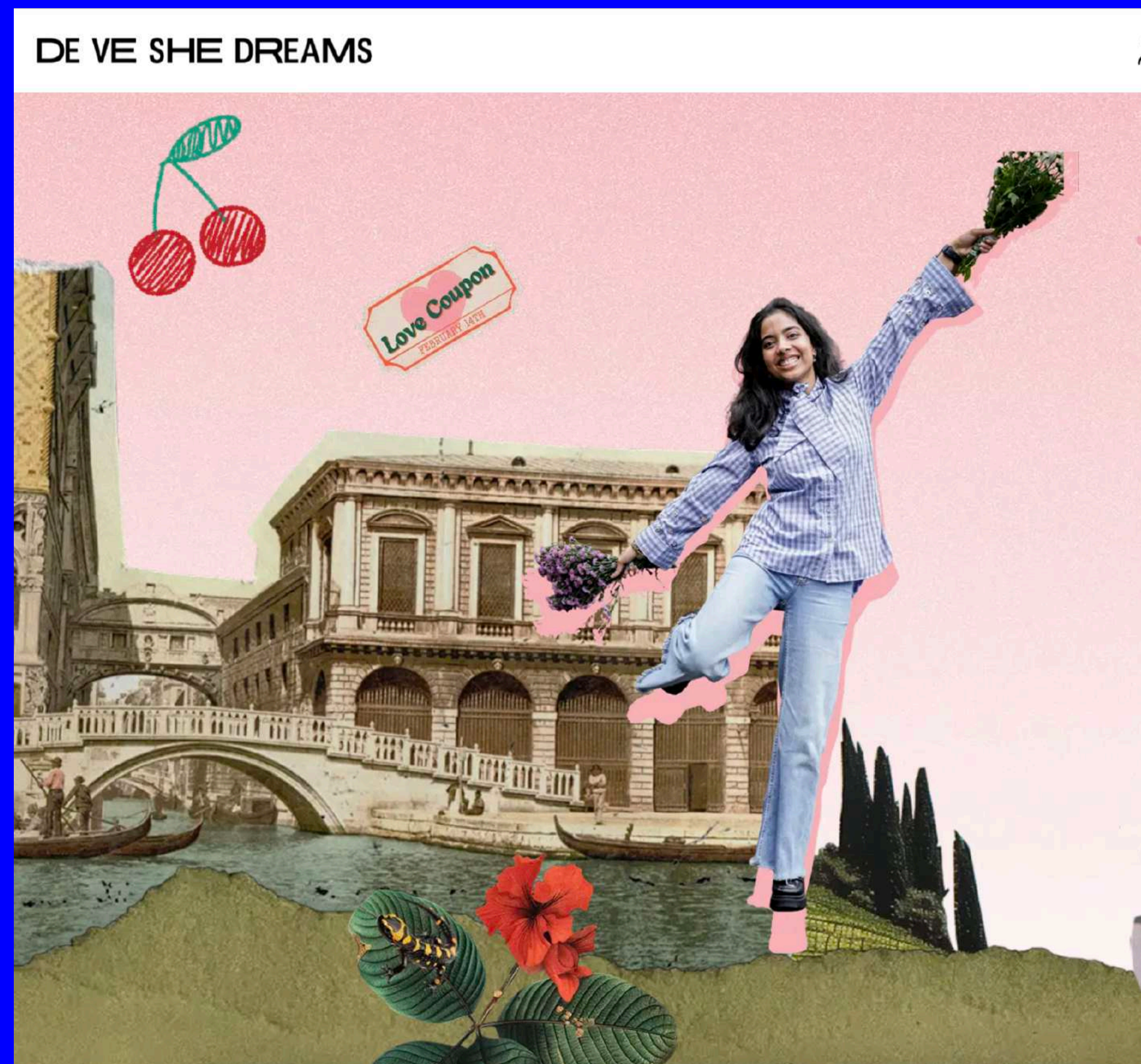
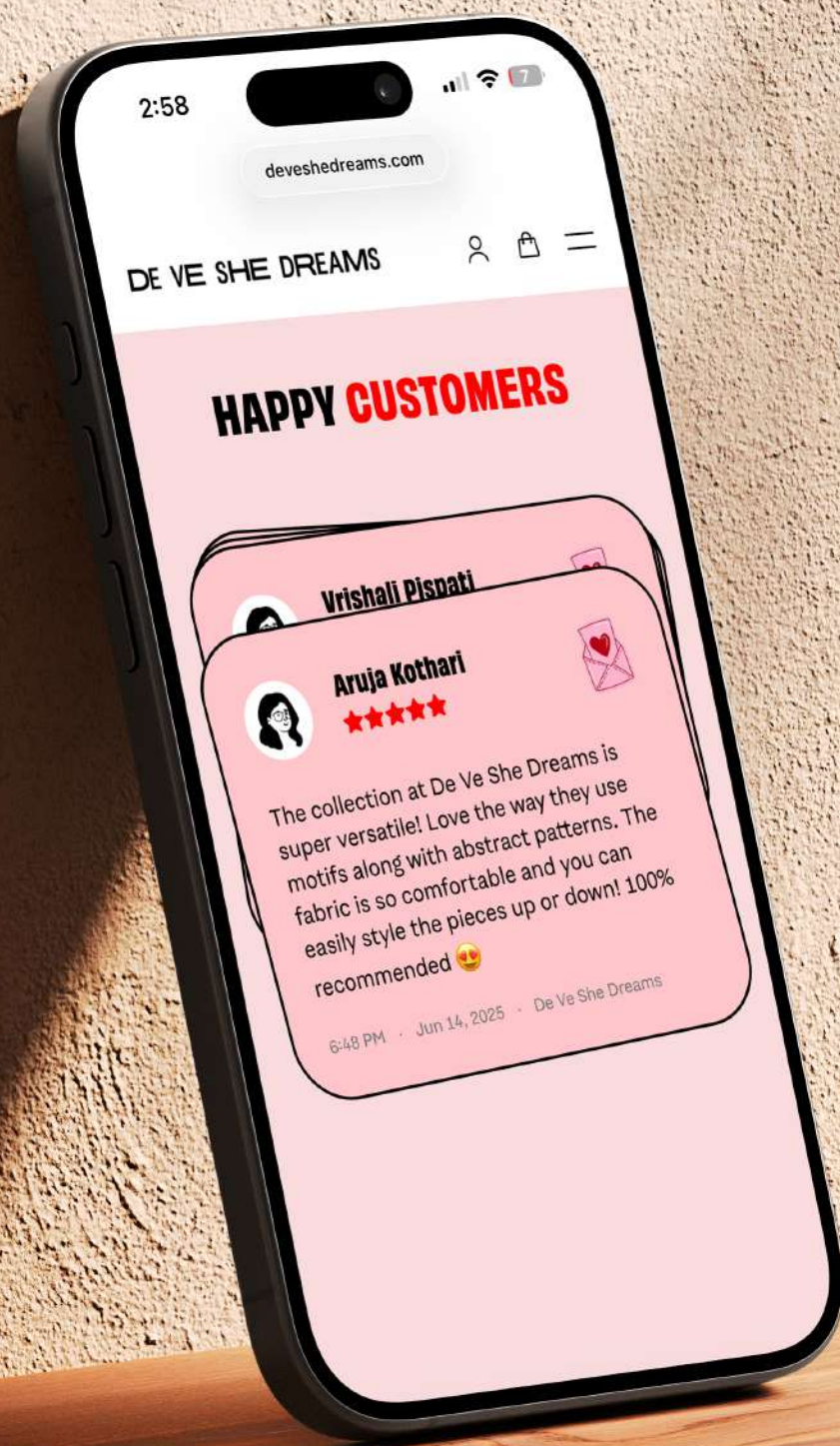
## SCOPE OF WORK

Custom E-Commerce Platform Development

Custom Storefront Design & Development

Inventory & Collection Management Systems

Customer Experience & Automation Infrastructure



# 1

## The Problem

Deveshe Dreams operates on limited handcrafted collections with premium positioning, scarcity-based releases, and pre-order workflows.

Traditional platforms like Shopify and WooCommerce are designed for volume retail and couldn't support the brand's unique operational model or communicate the exclusivity and artistry central to the experience.

# 2

## The Solution

We engineered a completely custom e-commerce platform tailored specifically to the brand's workflow and positioning.

Beyond the storefront experience, the system included collection-based releases, pre-order handling, real-time inventory tracking, production workflow management, customer automation, and analytics, all managed through a unified backend designed around the business itself.

# 3

## The Outcome

The platform drove 165% traffic growth, 350% year-over-year revenue growth, significantly higher average order values, and strong repeat customer retention.

More importantly, the digital experience finally aligned with the brand's premium identity, allowing every interaction to communicate craftsmanship, scarcity, and intentional design.

# Synthesis: Why This Matters

*We build systems designed for your business.  
Not websites forced into templates.*

These aren't template-based website projects. They're custom-built infrastructure projects. RPSG Media needed custom websites plus custom CMS reflecting three distinct brands. Manifest needed intelligent migration preserving five years of value. Salman Khan needed timeless prestige design, not trend-following. Deveshe needed infrastructure designed for her business model, not forced into generic platforms. In each case, we rejected templates and built exactly what that business needed.

For *founders* who move fast & brands that refuse to look *average*.

*Your Next Version Starts Here.*

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