

We build the systems organisations navigate by.

Polaris Concepts is a management and technology consultancy based in Palakkad, Kerala. We identify what is holding an organisation back and implement the systems that resolve it, applying technology only where it adds value.

WHAT WE DO

Operations

Paper registers, notebooks and chat threads replaced by a single operating system that staff adopt and owners can rely on.

Digital presence

Websites that perform, are described accurately by search engines and AI assistants, and make only claims that can be substantiated.

Sales and revenue

Enquiries consolidated in one place, advertising spend under firm control, and payment collection made straightforward.

Regulation and compliance

Tax, payment and app-store requirements confirmed at the official source before any system is designed.

HOW WE WORK

01

Diagnose

We observe the work, speak with the people who do it, and document what is actually going wrong.

02

Design

We select the smallest change that will work and agree it with you before building.

03

Deliver

We build in visible stages, test with the people who will use the system, and hand over with training.

04

Run

Where required, we host and maintain the system, so you are not left managing software.

TWO SPECIALIST WINGS

Polaroid Dosa • marketing

Brand identity, social media, advertising, packaging, and video and reels. polaroiddosa.com

Markour Advisors • education

Social media, admissions advertising and enquiry tracking for colleges, schools, and coaching and training institutes. markouradvisors.com

OUR COMMITMENTS

Every figure, name and rule is checked against its source before it reaches you. We state plainly whether work is live, in development or planned. We favour open-source software that we can host for you, so your records and costs remain under your control.

OFFICE

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