Kavach Infra Solutions: Building the Commercial Foundation for an AI-Powered Fire Safety Launch

A pre-launch strategy engagement that gave an AI-powered fire safety startup a brand identity, a product-led positioning, a digital presence and a go-to-market plan ahead of its planned September 2026 launch.

About Kavach Infra Solutions

Kavach Infra Solutions LLP is an early-stage Indian technology venture founded in 2025 by Navya Singh and Col. Pankaj Narayan. It applies artificial intelligence, computer vision, IoT and robotics to fire safety, security and disaster-preparedness advisory. The company is a Startup India entity, is DPIIT-recognised and is MSME (Udyam) registered, with operations across Pune and Goa. Its brand tagline is "Protection | Safety | Awareness".

Its flagship product, FireSight Pro, analyses building fire-safety drawings and site conditions against NBC, NFPA and BIS standards using AI and computer vision. It is designed to replace slow, manual, paper-based audits with a faster, more consistent and more auditable process.

India's fire-safety compliance industry is still dominated by traditional manual-audit providers, whose output is largely a static compliance certificate. Regulatory tightening after high-profile fire incidents is raising demand for auditable, technology-backed compliance records, but no AI-native brand has yet claimed the category. That made positioning, meaning what kind of company Kavach is and why FireSight Pro is different from a digitised checklist, a first-order strategic problem rather than a late marketing task.

Challenges Faced

When the project began in January 2026, Kavach was technically capable but commercially under-prepared. FireSight Pro was still under active development, the company had no established brand or mature marketing function, and it had no post-launch data to validate its choices against. All of this had to be fixed on a compressed timeline against a fixed September 2026 launch, anchored by two confirmed expo appearances in Mumbai and Delhi.

A structured audit of the company's existing assets surfaced five concrete gaps:

- **No brand system:** there was no formal brand identity, and the visual identity was applied loosely and inconsistently.
- **A generic story:** the website read like a general fire-safety services firm, not the home of an AI-native product.
- **Credibility gaps on LinkedIn:** an informal profile photo, duplicate banner imagery and an inaccurate industry category, on both the company page and the founder's profile. These shape how a B2B buyer or investor sees the company before any conversation.
- **No content or launch plan:** marketing activity was not sequenced against the launch date.
- **Informal internal operations:** marketing, HR, client and project information was tracked across disconnected tools, which works for a very small team but not as the team and client base grow.

The team traced these symptoms to one root cause. Kavach's external presence had been built to describe what the company does, a services and technology narrative, rather than to position what it sells, a productised, AI-native compliance platform. The competitive risk was real: better-established competitors already had more mature digital and search presence, and an under-prepared launch could cede the "AI-native" narrative to a fast follower.

Research Method (Problem-Solving Approach)

Kavach is pre-revenue and had no external customer base to survey, so the project used a qualitative, artefact-driven research design. The student worked inside the organisation, and every strategic conclusion was cross-checked against Kavach's own product documentation, brand materials and mentor input rather than against generic industry claims. By design, the work avoids invented statistics, survey numbers and revenue projections.

Primary research drew on five first-hand sources:

- Discussions with the industry mentor and other internal stakeholders on FireSight Pro's direction, target buyer and launch timeline.
- Recurring coordination meetings with the external development partner on landing-page strategy, LinkedIn rollout and B2B launch planning, documented through minutes of meeting.
- A review of Kavach's existing Brand Book, product materials and internal documentation, to set the starting baseline.
- A structured audit of the company's LinkedIn page and the co-founder's profile.
- A review of a direct competitor's website, covering site structure, keyword focus and content approach, to find positioning and content gaps.

Secondary research covered the structure of India's fire-safety compliance industry, the NBC, NFPA and BIS frameworks that FireSight Pro assesses against, and the wider category of AI-enabled compliance and risk-intelligence platforms. It also included a benchmarking of content formats on established business and thought-leadership channels, to learn which formats earn engagement for a technical, trust-building brand.

The findings were organised through SWOT analysis (January 2026), root-cause analysis, STP (segmentation, targeting, positioning), brand architecture and go-to-market planning models. The sequence was: understand the market, audit the existing brand, define the brand and positioning, build the assets, then plan the launch.

Solutions Delivered

Rather than a set of disconnected marketing tasks, the response was one sequenced framework: define the brand system first, translate it into product positioning, express that positioning across every digital touchpoint, and sequence the resulting assets against the real launch calendar. The main deliverables were:

- **Positioning for FireSight Pro:** the product is positioned as an AI-verified compliance intelligence layer, not a digitised version of a traditional audit. The target segment is enterprises, institutions and facilities with formal fire-safety compliance obligations under NBC, NFPA and BIS, where a compliance failure carries real reputational or regulatory risk.

- **Brand Book:** a documented Navy Blue and Gold identity, with Navy signalling trust and precision and Gold used as an accent of roughly 10% of any layout. It also sets Montserrat as the heading typeface and corrects inconsistent terminology in the existing document. For the first time, the internal team and the external design partner had one reference point.
- **Landing-page prototypes and user journey:** wireframes and design iterations in a dark, futuristic visual language, including an animated compliance-score element that makes the product's value visible above the fold. The journey moves a sceptical compliance buyer to a demonstration request rather than a generic contact form. These prototypes are the design and messaging reference for the production website, which is built by the external partner.
- **LinkedIn and social presence:** corrected profile imagery, consistent banners and accurate industry categories for the company page and the co-founder's profile, plus Kavach's first Instagram carousel, an eight-slide, brand-compliant introduction to the company.
- **Content strategy:** point-of-view and myth-busting formats, such as myths about manual fire-safety audits, prioritised over generic listicles.
- **Go-to-market plan and marketing calendar:** a five-phase calendar (Awareness, Education, Engagement, Launch, Post-Launch Preparation) that mirrors how an unfamiliar B2B buyer builds trust. It is sequenced against Fire & Security India Expo, Mumbai (3–5 September 2026) and Fire India Expo, Delhi (28–30 September 2026).
- **Investor and conference presentations:** support for the IdeaBaaz Goa pitch, a 16-slide deck for a Goa tourism-safety conference audience of government officials and hotel owners, and an 11-slide deck for the FSAI Goa Chapter National Conclave.
- **Kavach OS (Phase 1 concept):** a conceptual internal operating system, positioned internally as "Intelligent Safety. Smarter Operations." It covers role-based Employee and Admin sign-in and planned modules for dashboard, employee, client, project, compliance and document management, task tracking, reports and user access. The authentication screen has been designed in the Brand Book style. Kavach OS is a concept prototype, not production software, and has not yet been tested with real users or data.

Business Impact

FireSight Pro's commercial launch falls after the reporting period of this project, so there are no customer, revenue or engagement figures to report yet. The impact so far is a launch-ready commercial foundation, summarised by business area:

- **Branding:** an inconsistent, loosely applied visual identity was replaced by a single governing Brand Book that every later asset was checked against.
- **Digital presence:** specific credibility gaps on LinkedIn were converted into a presence that reads as investor- and enterprise-ready.
- **Product positioning:** FireSight Pro was reframed from a generic "fire safety company" story to a defensible, AI-native compliance-intelligence narrative, with direct implications for every customer-facing asset.
- **Marketing and launch readiness:** ad-hoc content activity gave way to a five-phase calendar tied to two confirmed expo dates, so launch activity is sequenced rather than improvised.
- **Internal operations:** the project surfaced and scoped an internal coordination gap, now captured as the Kavach OS concept, ahead of the team growth a successful launch would bring.

The positioning and go-to-market choices will be validated against real buyer and investor response once FireSight Pro launches. The recommended next steps are to take the website from prototype into production before the expo dates, execute the marketing calendar, track launch indicators such as expo lead volume, landing-page engagement and LinkedIn growth, and begin Kavach OS Phase 2 scoping.

AI Tech Stack Used

This was a strategy and brand engagement rather than a software build, so AI was used mainly as a research, drafting and design partner. All AI output was cross-checked against Kavach's own documentation and mentor input rather than treated as a standalone source.

Area	Tools and approach	How it was used
AI-assisted research and drafting	AI strategy co-pilot	Synthesis, drafting and ideation across research, positioning and content
Design and prototyping	Design and prototyping tools	Landing-page wireframes and pixel-accurate, brand-consistent presentation decks
Internal tool prototype	Replit-based sign-in (Kavach OS)	Phase-1 prototype of the internal operating system's authentication screen
Strategic frameworks	SWOT, STP, competitor benchmarking, brand architecture, go-to-market planning	Structuring the research and the solution
Domain standards	NBC, NFPA, BIS	The fire-safety standards FireSight Pro assesses against, used to ground positioning

Students Involved

Deviyani Sharma, PGDM Batch 2025–27, HyperBuild AI Lab, Lexicon MILE, Pune. She joined Kavach Infra Solutions LLP in January 2026 and worked across market research, brand audit, positioning, digital assets, go-to-market planning and the Kavach OS concept, taking on strategic responsibilities well beyond a conventional internship scope during the company's critical pre-launch phase.

Mentors

- Prof. Deepak Gupta, Head – AI & Analytics, HyperBuild AI Lab (Faculty Mentor)
- Mr. Mayank Singh, Industry Mentor, Kavach Infra Solutions LLP
- Dr. Raju Varghese, Director, Global Programs & International Campus
- Prof. Poulami Banerjee, BIP Coordinator