

The logo features a red stylized 'a' composed of a thick curved line and a small circle below it.

awarathon

Pitch Perfect. Always.

The Challenge

Your teams are practicing, but are they **really improving**?

Teams don't lack effort, they lack direction.



Limited visibility into where teams fall short

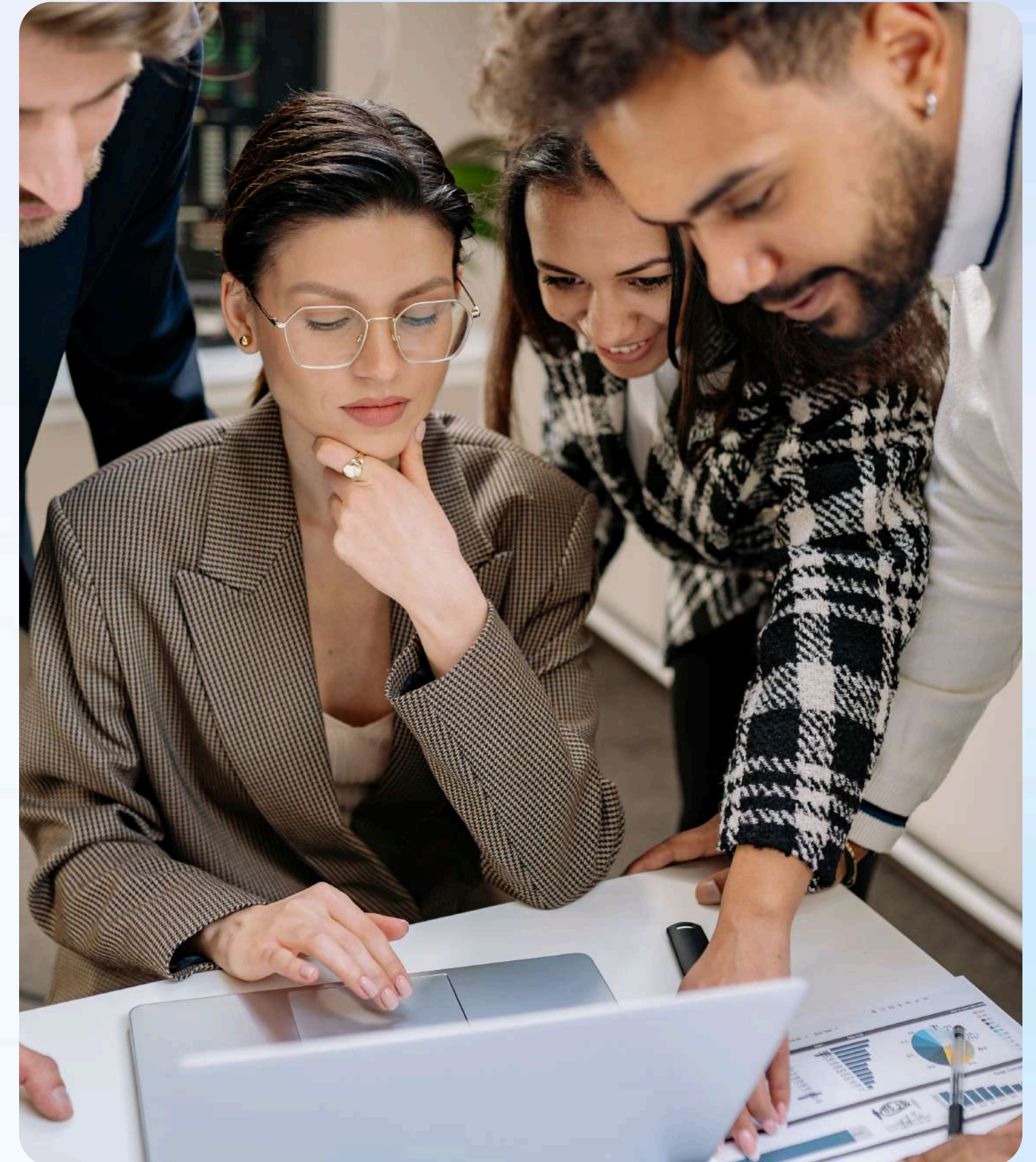


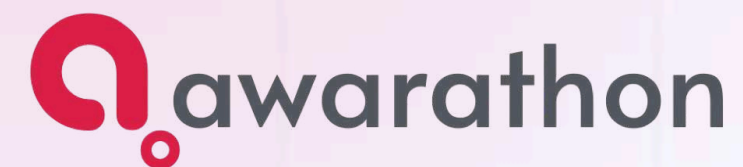
Feedback exists, but lacks clear next steps



Turns effort into real, measurable improvement

This is where the right coaching makes the difference >





Introducing Awarathon

Coaching Redefined With The Power Of AI

Awarathon is an AI-powered sales coaching platform that enables sales representatives to improve their skills through dynamic practice simulations and personalized one-on-one AI coaching.



Build Confidence in
Conversations



Interact with AI Coach



Interact with our **AI personas**

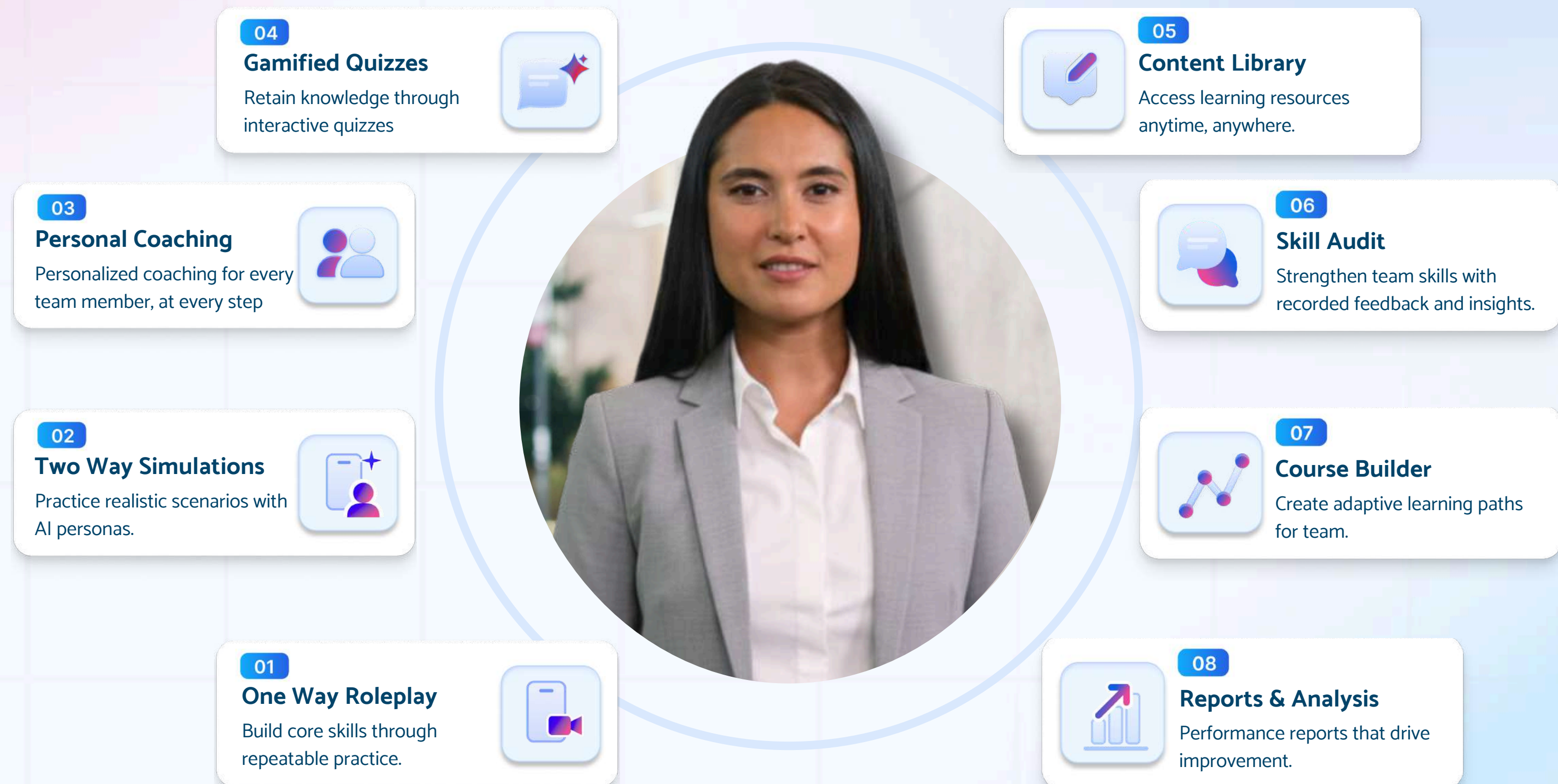


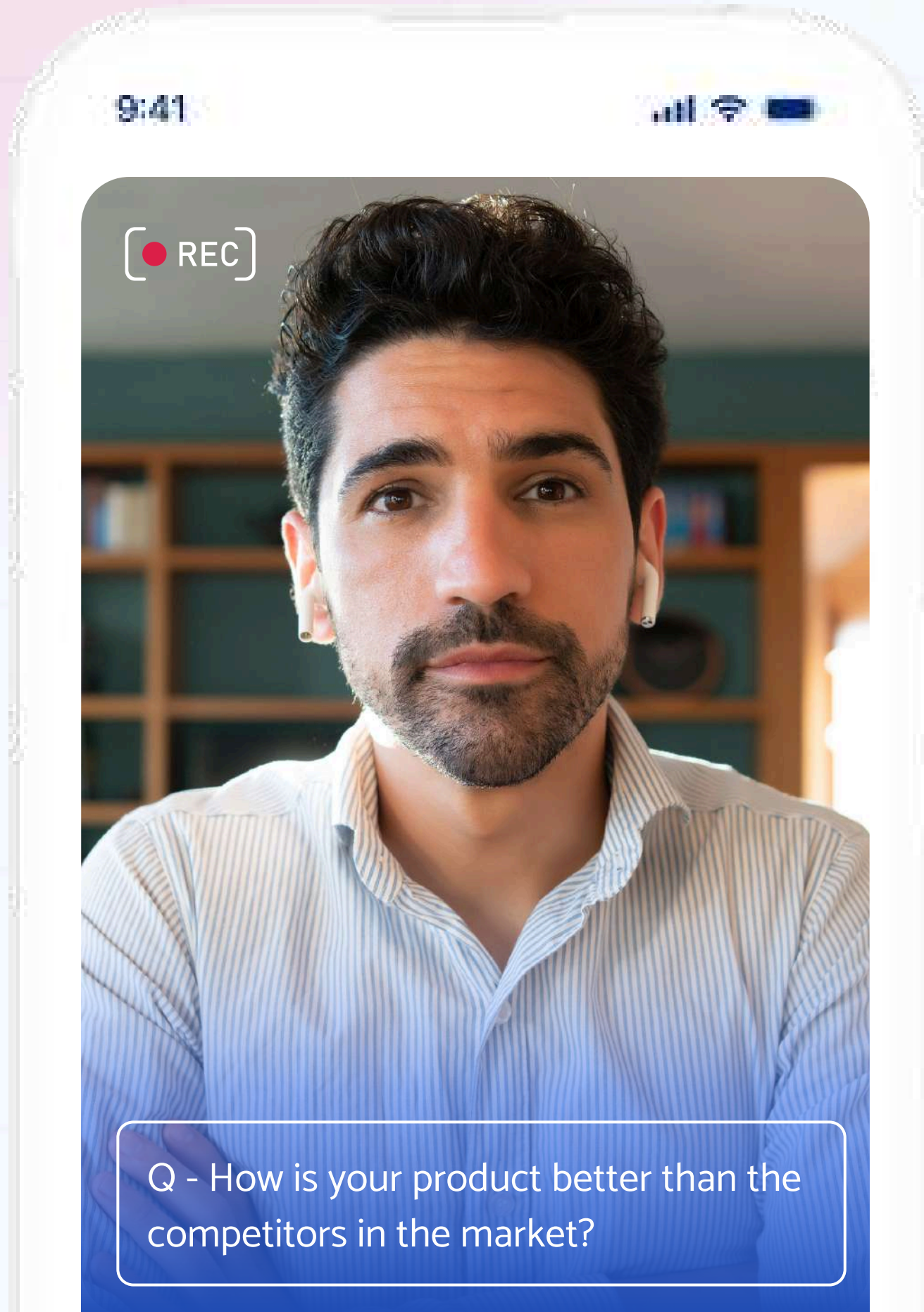
Report-Based Personal
Coaching



Everything Your Reps Need

A Suite of Smart AI-Driven Solutions to Support Your Team From Practice to Performance.





One-Way Video Role Play Assessment

Leave behind outdated mirror practise, and refine your sales skills with our one-way video roleplay module.



Strengthen Product Knowledge.



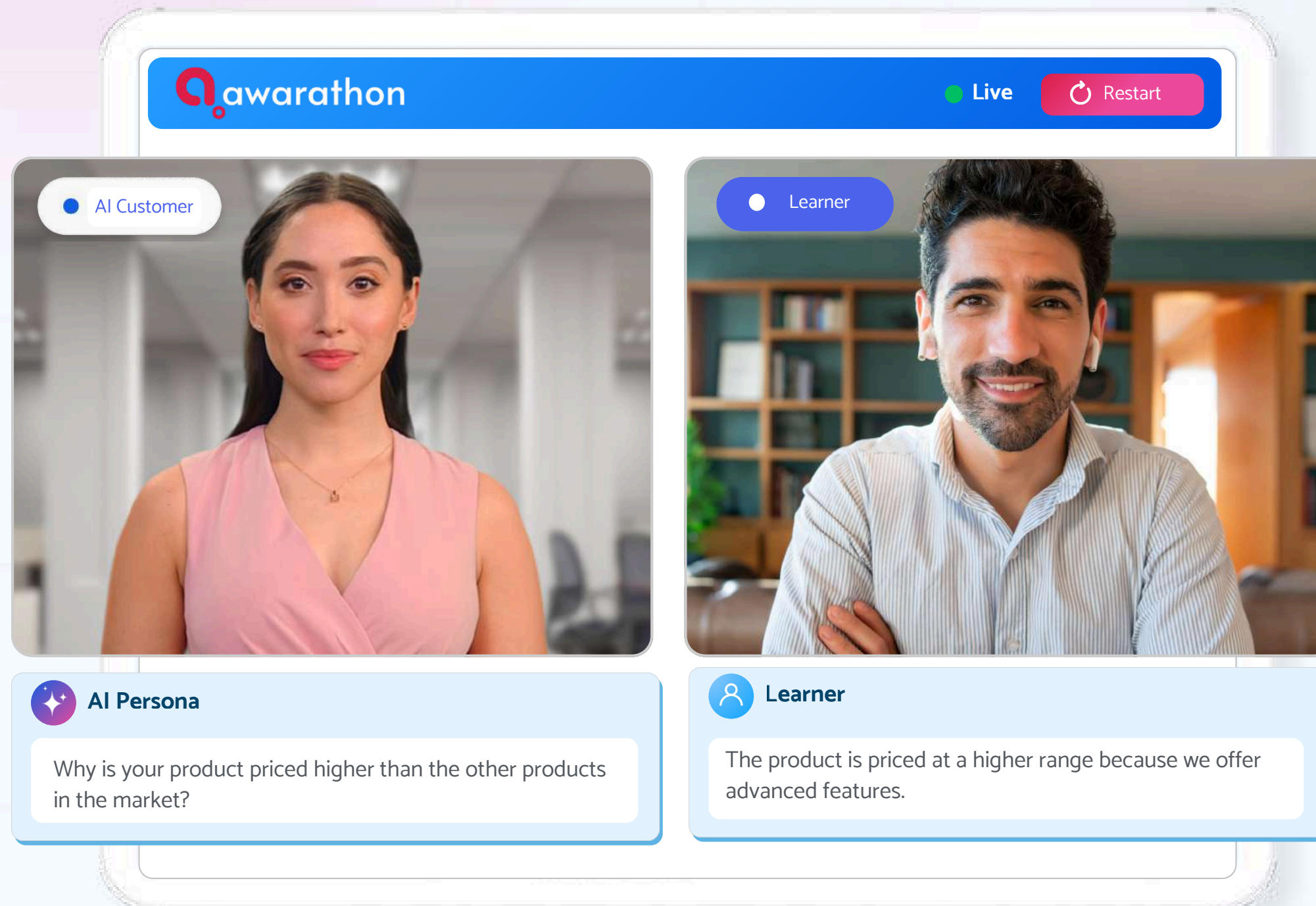
Practice detailed, structured pitches.



Get AI-driven Analysis and Feedback.

Realistic Two-Way AI Simulations

Our AI-powered simulations offer dynamic, two-way interactions that mirror real client scenarios.



 Interact with dynamic AI persona acting like a real client

 Tackle tough objections raised by the AI persona and practice probing

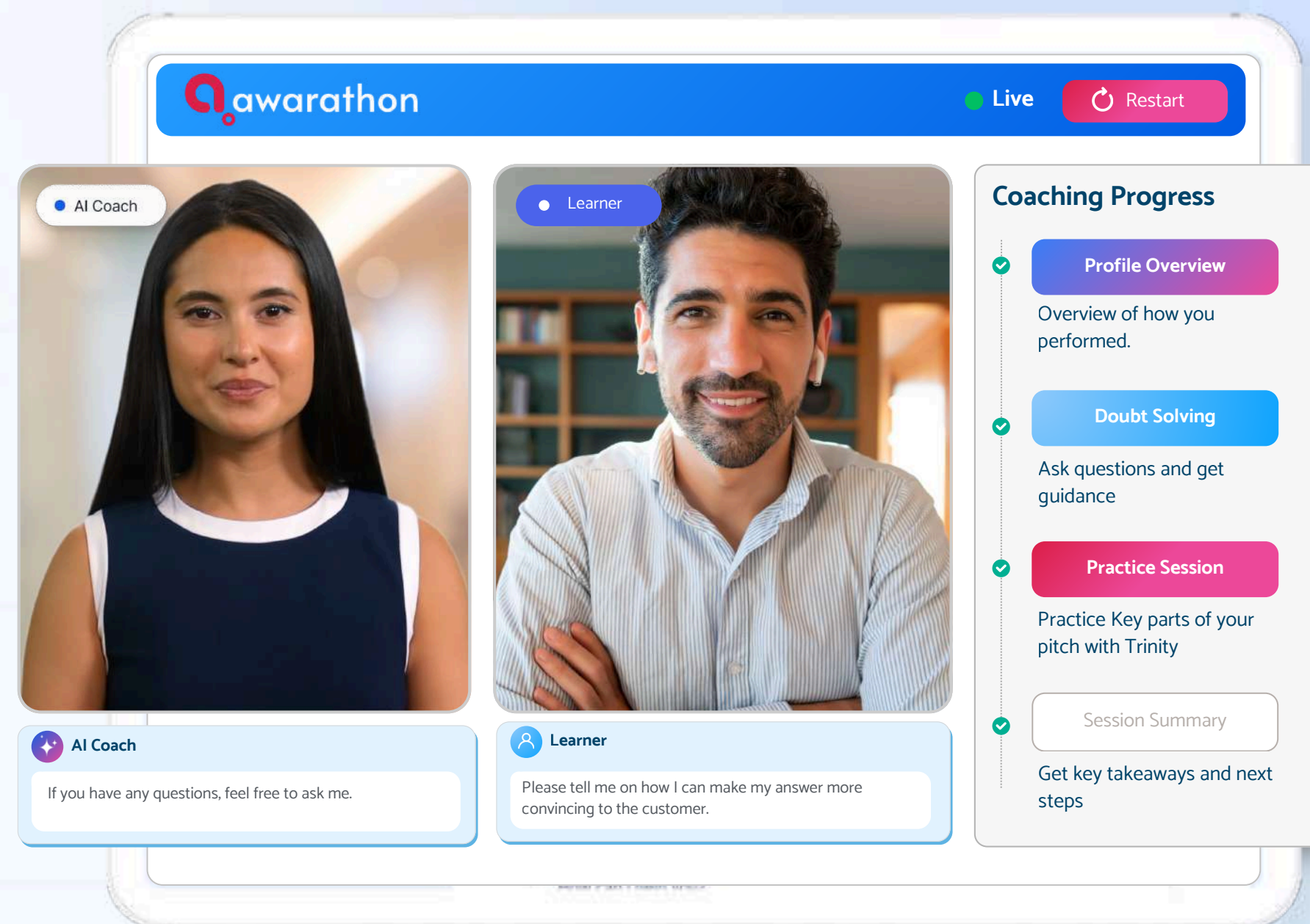
 Customizable AI persona as per industry requirements

 Instant feedback reports to identify gaps

Meet AI Coach Trinity

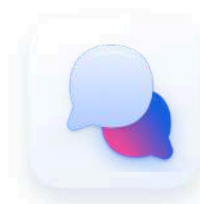
Personalised One-on-one AI Coaching

Trinity is your sales team's AI coach, providing on-field support with realistic practice, instant feedback, and personalized guidance.



Live Practice Session to Work on Gaps

Refine responses instantly with live guidance.



Get to the Why Behind Every Insight

Experience a live doubt-solving session.



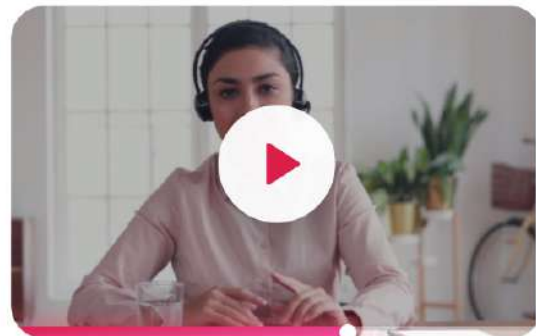
Turn Feedback into Action

Receive clear guidance on how to get better.

Content Library

Course Content

- ✓ Introduction
- ✓ Product Features
- ✓ Importance of the Product
- Use Cases
- Pricing
- Conclusion



Learn : Pricing of the product

Sarah • 12:45



Module Completed!

Let's move to simulations.

A Smart Learning Hub to Power Every Pitch

Content library equips sales professionals with essential product knowledge before engaging in AI-driven simulations.

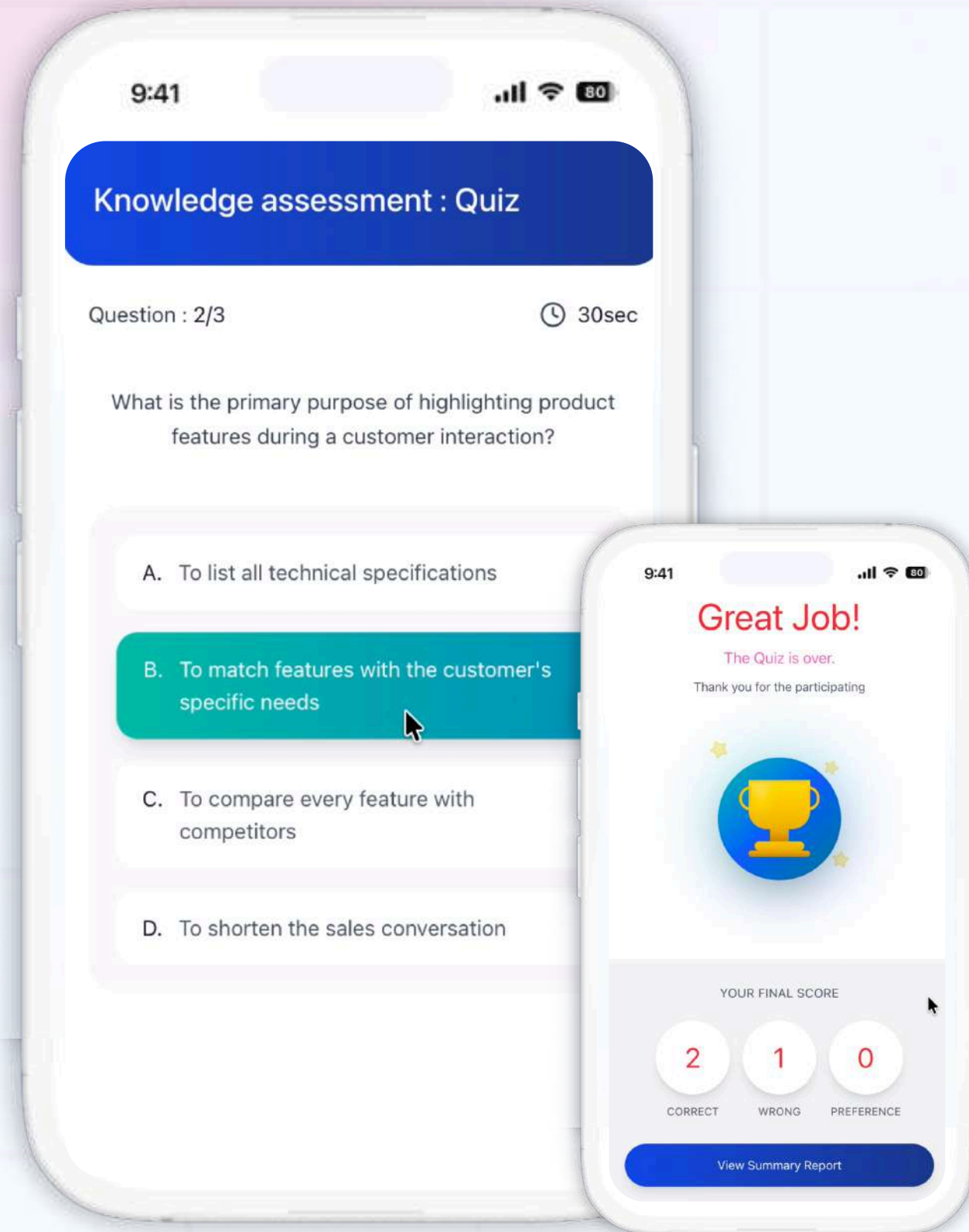
1 Structured Learning Process

2 Enhanced Training Effectiveness

3 Personalized Learning Journeys

Build Knowledge Consistency with **Gamified Learning**

Awarathon Knowledge Assessment uses AI to create engaging quizzes from scripts, delivering clear.



AI-Powered
Question Generation



Customizable
Quiz Groups



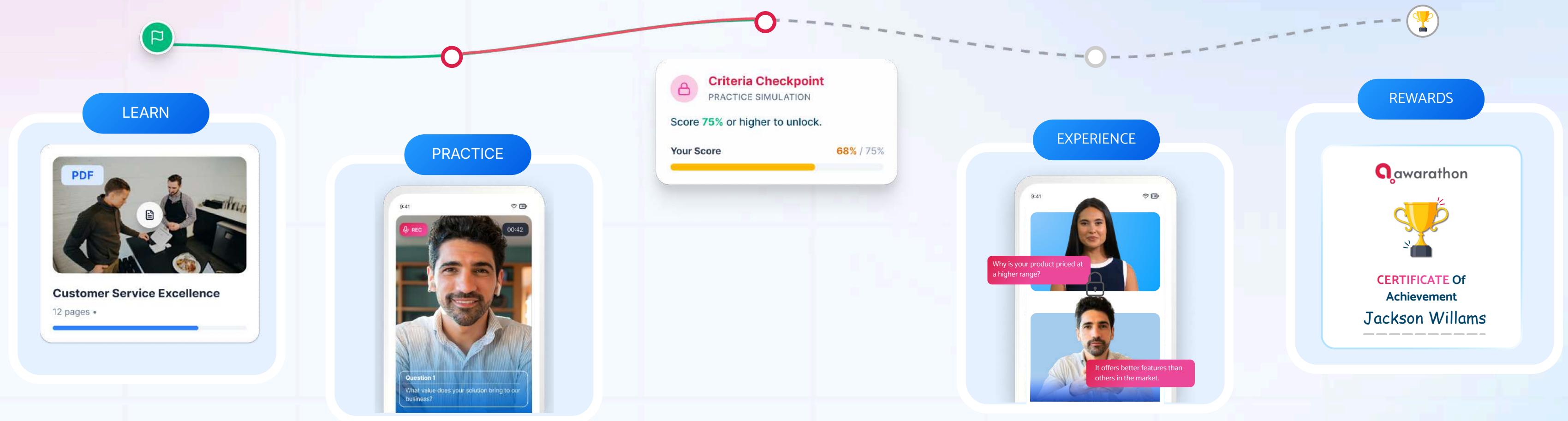
Flexible Question
Sequence



Comprehensive
Reports & Analytics

Personalised Course Builder

Course Builder lets you create personalized, scalable learning paths using



Design learning paths as per requirement



Mix content, roleplays, & simulations in one flow



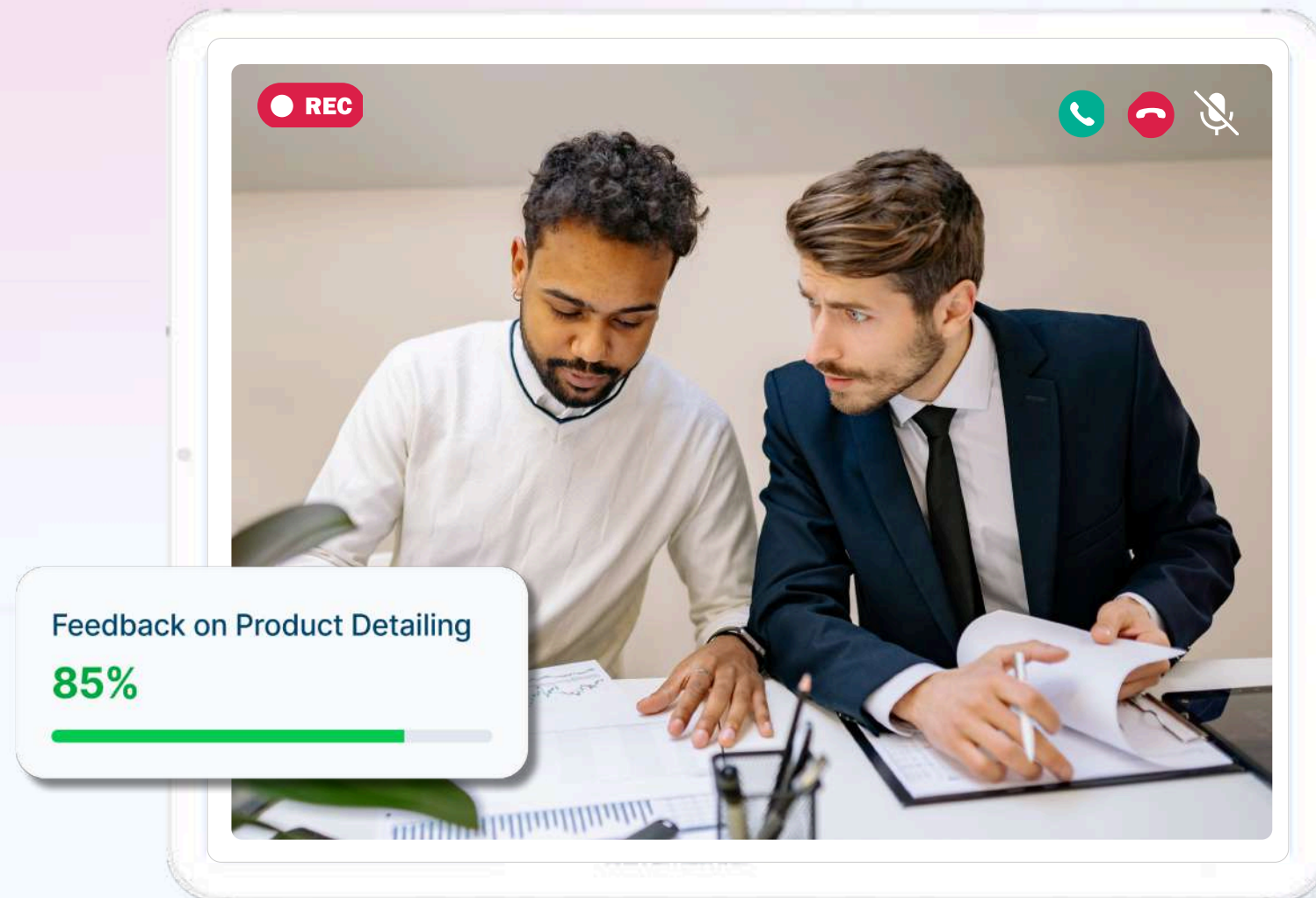
Define progress criteria for learners

Skill Audit - A) Feedback Delivery Audit

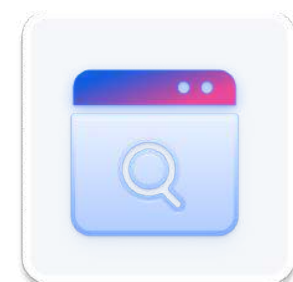
Conversation Module

Live conversation analysis for effective feedback

Record live feedback sessions and get AI-powered insights to make manager coaching more structured, constructive, and impactful.



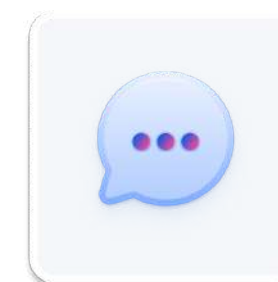
Why It Matters



On-field feedback visibility for leaders



Spot skill gaps with AI insights.



Deliver sharper, action-driven feedback.

Skill Audit - B) Product Demo Audit

Record, review, and refine your product demonstrations to deliver with clarity and confidence.



04:59 / 10:00

Stop Recording

Scenario

Record yourself demonstrating how to use the product. Walk through the key steps, explain the main features, and guide the viewer clearly.

Steps to Follow

- Remove the cap and shake the inhaler
- Exhale completely before use
- Press the inhaler while inhaling slowly

Performance Stats

ATTEMPTS
3 total

TIME TAKEN
50 sec



Practice product demonstrations with clear step-by-step guidance.



Strengthen delivery by refining every step through repeated practice.



Re-record anytime to improve clarity and confidence.



Get feedback to identify gaps and improve faster.

Reports & Analytics

Our AI indexer generates performance reports, helping reps keep their pitch perfect always.



Leadership Dashboards

Holistic view of team performance across all levels.



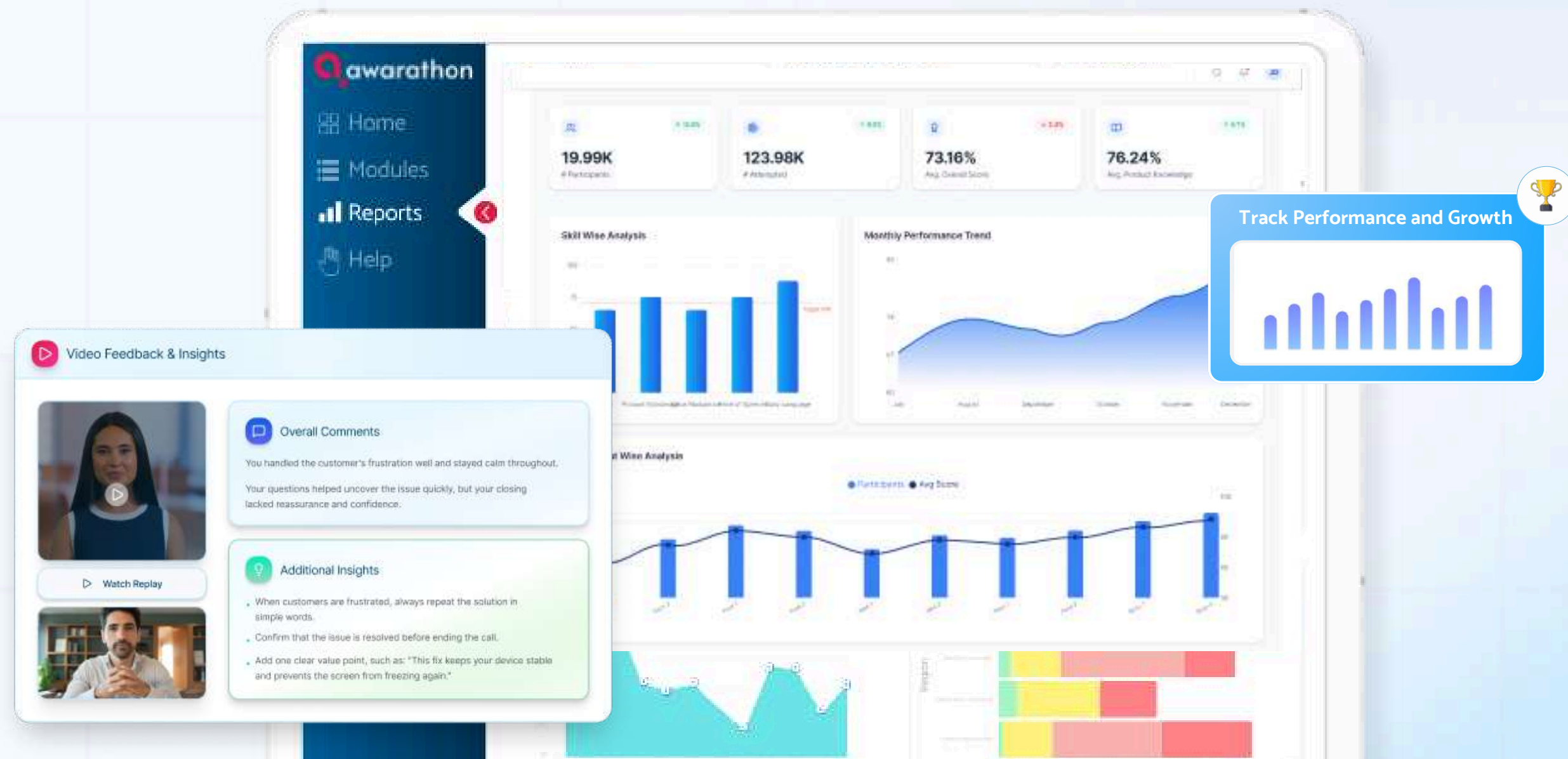
Instant Personalised Reports

Teams receive detailed performance insights within minutes



AI-Powered Video Feedback

Deliver clear, actionable guidance to the team through the AI Coach





Why Choose Us

Awarathon's platform goes beyond simple video-roleplay functionality and meets the needs of a constantly.

43%

Increase in on-the-job training

50%

More learners trained than previous

400 hours

Training time saved monthly

5%

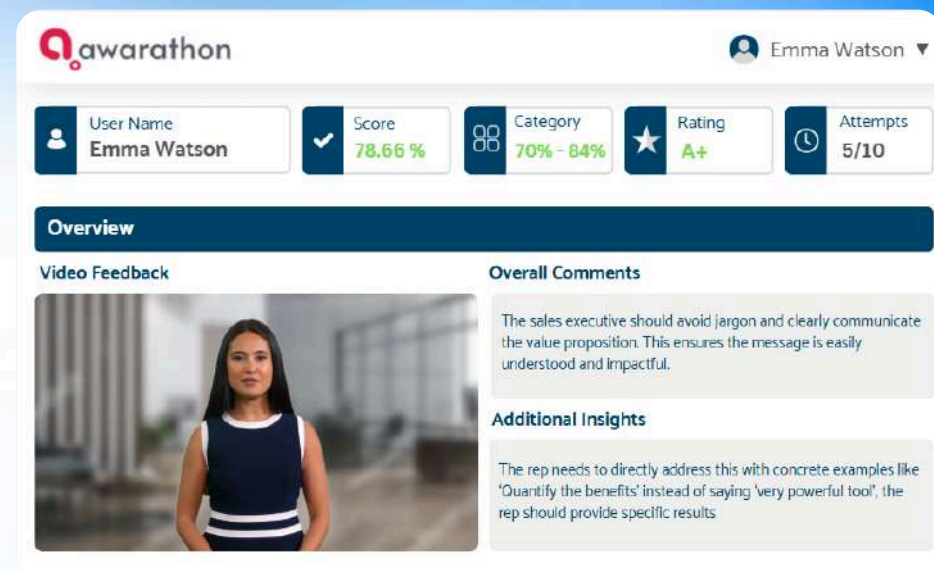
Improvement in team productivity

10%

Revenue Growth in 4 Months

Capabilities Only Awarathon Delivers

Built on proprietary AI refined over years of real-world training data, Awarathon delivers a level of precision, speed, and personalization that other AI coaching platforms cannot match.



Precise Feedback

- A robust AI indexing system delivers deeper and more precise multi-parameter insights than the surface level scoring offered by most AI coaching platforms.



Intelligent Setup in Minutes

- Awarathon enables quick and effortless setup while ensuring it is fully contextualized to the organization's needs, unlike the generic setup by other platforms.

Your Progress

- ✓ **Overview**
Overview of how you performed.
- ✓ **Doubt Solving**
Ask questions and get guidance.
- ✓ **Practice Session**
Review key parts of your pitch.



Personalized Coaching at Scale

- Unlike platforms that stop at feedback, Awarathon pairs every simulation with built-in coaching, ensuring each rep receives personalized improvement guidance.

* Disclaimer - This feature comparison is based on publicly available information as of February, 2026. The details may be subject to change.

Compliance & Achievements

Awarathon has revolutionised sales training with its AI-powered platform, empowering global sales teams for unparalleled success.



What Our Clients Have To Say

“ Dr. Reddy successfully integrated Awarathon’s video-based assessments and roleplay features into their LMS, boosting sales capability while saving time and effort.



Harsh Monga

Director & Head of Sales Training



“ Awarathon empowers Tata AIA with multilingual sales training, bridging language gaps across diverse agent teams.



Pritesh Gosar

Digital Learning Head



“ An excellent platform to enhance product knowledge and refine pitching skills, using realistic AI simulations for effective training.



Prabhat Singh

Business Innovation Manager



“ A versatile training platform designed for comprehensive experiences, streamlining sales training with assessments and quizzes.



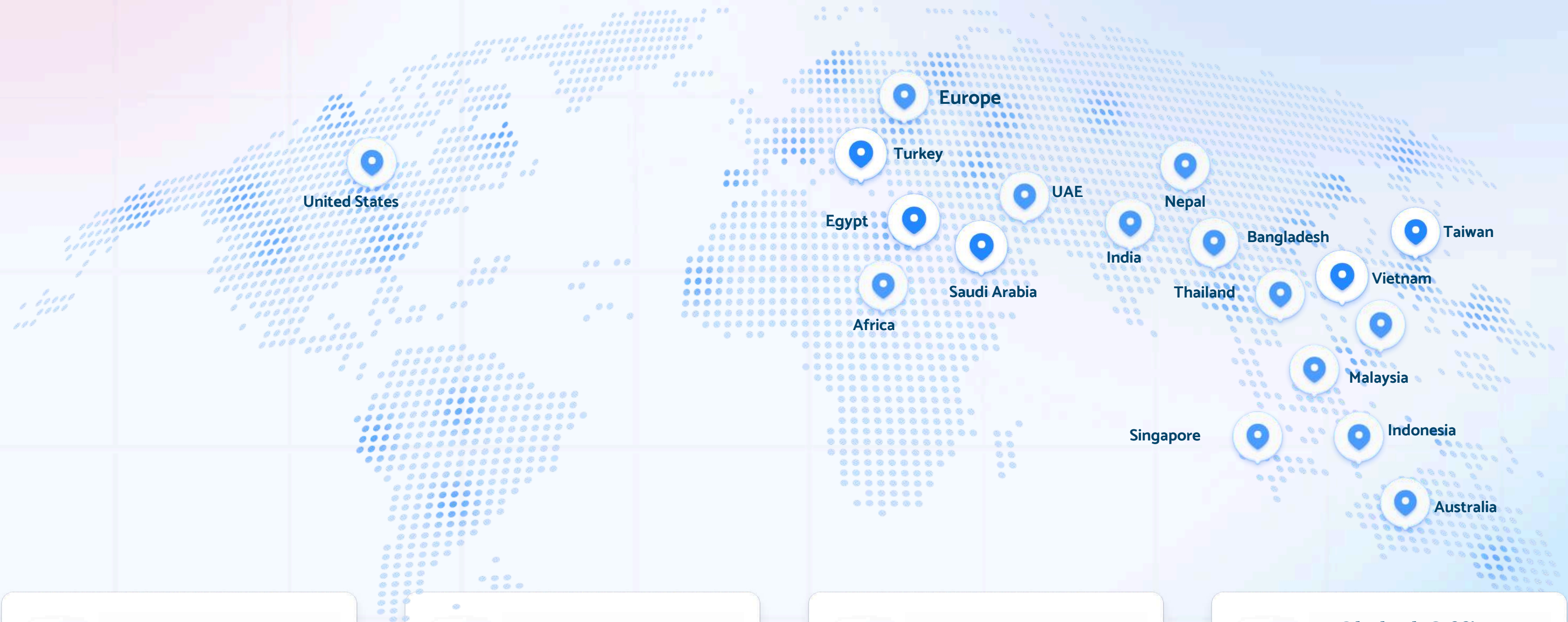
Balaji Subramanian

Disease Area Training Manager

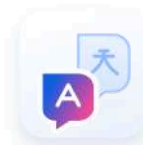


Trusted By Global Leaders

Empowering leading organisations across the globe with AI-driven coaching in 10+ countries



20,00,000
Videos Analyzed



22+
Languages



200,000+
Active Users



4 Global Offices
Operational Footprint

Our Clientele

SAMSUNG



 Reliance Brands

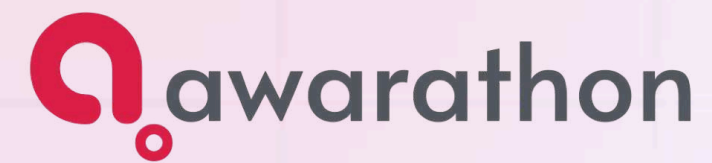


Dr.Reddy's 



TATA AIA
LIFE INSURANCE





Ready to **revolutionize** your training?

Connect with us to see it in action



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www.awarathon.com

