



DIGITAL ALCHEMY

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Our Legacy | Comp Kraft pvt ltd

Comp Kraft Pvt. Ltd. was incorporated in 2009, by India's top overclockers, with the aim of providing power users with the most powerful AV Workstations, servers & gaming machines in India.

We bring to our assembly table, the last 17 years of experience that we've gathered, being technology enthusiasts, power users and solution providers. From ultra high end studio solutions to finely tuned mission critical HFT servers with unmatched performance for the stock market to highly tuned workstations for professionals. We have consistently been at the leading edge of technology just to ensure our solutions are unsurpassed in terms of performance, stability and most importantly price to performance value.



Our Journey | Digital Alchemy

Founded in 2019 DA Tech Systems LLP is an evolution of Comp Kraft. Founded with the aim of carrying on the legacy of Comp Kraft as being the pioneers of the most powerful Workstation systems in India with an unmatched price to performance ratio. Our Legacy has enabled us to provide our users with a time tested computing experience that's backed by extreme performance. We achieve this performance edge with the black art of overclocking, enabling us to run the processor at clock frequencies that are unmatched.

We have played a key part in designing custom solutions for various industries such as Audio & Video Production, Rendering, Manufacturing and Design, Scientific Computing and Simulation, Architecture & Engineering, Deep Learning & AI, and HFT servers for the stock market amongst others.



Digital Alchemy | Clientele

Throughout the years, we have spoken with hundreds of creative professionals and engineers and have gained invaluable insights into their workflows and also bottlenecks. This is our “Secret Sauce” that enables us to provide unmatched solutions.

We have provided solutions to MNC's, Industry Veterans & Gurus like Advanced Micro Devices (AMD), ASUS, Bombay Stock Exchange, A.R Rahman , Anurag Kashyap for Gangs of Wasseypur, ArkaMedia for Bahubali's VR, Tanuj Tiku , Sameeruddin, Vishal & Shekhar, Arijit Singh, Sidharth Meer (Bridge Postworks), Vijesh Rajan & Yashoda Parthasarthy (Plexus Motion), Epic Television Networks Pvt Ltd, Pixion, Red Chilies Entertainment Pvt Ltd., Future Works Media Pvt Ltd, Famous Studios, Nube and QLab.

We have successfully provided Workstations/Servers and solutions for our clients who also deliver content for theatrical's and OTT platforms like Netflix, Amazon Prime Video, HotStar amongst others.



Founder | Shatul Durlabhji

DJ | Audiophile | Geek | Extreme OverClocker | Animal Lover

Shatul is a renowned DJ, Audio Engineer, Overclocker and Animal Lover.

From owning and running electronic dance music record labels to making his own music for the underground dance scene , he has always been involved with audio and computers since 1996. His passion for computers and the need for more and more audio processing power led him down the path of overclocking hardware, and the rest is history!

Having represented India in multiple international overclocking competitions since 2013 , he has honed his skills by competing with the best of the best globally and has set several world records with various hardware over the years. At one point he was ranked as high as 11th in the world in the dark art of extreme overclocking. It is this expertise that enables us to build the fastest systems in the country and dare we say it, even the world.



Founder | Sharan Ahuja

Technofile | Geek | Extreme OverClocker

With a keen eye for details & a strong background in technology and finance along with running a business, Sharan has always been highly passionate about technology and computers. His expertise in both fields is an invaluable resource that lets us provide the most powerful solutions with tremendous price to performance ratios.

Initially, it was his love for numbers and gadgetry at an early age, that drew him to Microsoft Excel and computers in general. Later on, it was demanding video games, and the quest for more performance that forged his lifelong bond with computers.

With him having over a decade of experience interacting with some of the top industry professionals, he has been instrumental in developing our custom solutions for all our clients and making sure we stay at the top of our game.



Team | Jay Dantara

Research | Theatre | Cinema | Post Production

Jay started doing theatre and operating photo & video editing tools & equipment in school to support his family from a very early age. Learning Photoshop and Video Tools like Scala 100 and Pinnacle developed his interest in the field very early on. While Studying AV Communication at Symbiosis, he got the opportunity to work on technically challenging Industry Projects like Bollywood: The Greatest Love Story Ever Told, which drove him to follow media technology in an academic sense.

As a Post Producer, his understanding of Artists, Producers, and Platforms' requirements gave him unique insights. His goal to save costs and improve efficiency for Studios and Producers helped him Design Workflows for shows on Broadcast Channels & OTT Platforms like ZeeQ, EPIC Channel, Fox, Netflix & Amazon Prime Videos.



Team | Aditya Akash

DOP | DIT | Colorist | Workflow

This visual artist has more than decade of experience in shooting and working that extends from shooting independent features, web series, commercials, corporate ads, documentaries to consultation on camera, technical, on-set, post production / colour pipeline workflows and data management for broadcast as well as post houses. He has been involved in various projects on platforms like Amazon Prime Video and Netflix.

After working in the entertainment industry in Los Angeles for 5 years, he moved back with the aim of bringing customised and optimised workflow to the Indian markets.



Why Choose Us | Our Advantage

Our aim as Digital Alchemy is to provide total solutions aimed toward your target application for seamless workflows, which are based on experience, research and knowledge – while keeping your needs in mind as our priority.

Digital Alchemy delivers quality products and solutions with exemplary performance and quick customer service at a fair price.

Founded in 2009 as Comp Kraft, Digital Alchemy has evolved to become the leading innovator of high-performance computer workstations, rendering systems, and servers for engineering, product design, architecture, VFX, animation, data science, and more. For 11 years, Digital Alchemy has combined unparalleled performance, speed, and reliability with in depth industry knowledge to become the defacto choice of creative professionals in India.



Why Choose Us | Knowledge & Professionalism

We understand the important factors with software and hardware compatibility and what hardware is ideal for popular applications utilized. The crew at Digital Alchemy are highly experienced active members in their professional communities. Throughout the years, we have collaborated and consulted with hundreds of creative artists, corporate professionals and engineers across various industries.

Our mission is to provide our clients with superior service, high quality products, and knowledge you can trust. We are passionate about our industry, this is why we strive to go above and beyond our customers' expectations. We believe support both remote and on site is key.



Why Choose Us | Research & Innovation

Research and Development @ Digital Alchemy is focused towards generating path breaking solutions that are designed to boost performance and optimize efficiency. Our crew dedicates a lot of time to exhaustive hardware research and testing. This is further strengthened by having access to backend support and tools from our hardware and software suppliers. This makes us confident that our machines are capable of handling the most intensive environments.

Along with our inhouse testing, we dedicate countless hours to referencing and researching technical resources/forums and articles about the right solutions and hardware requirements of various applications.

Our research, experiments, and testing at Digital Alchemy leads to optimized solutions and component options for our workstations, which ultimately benefits your productivity.



Why Choose Us | Overclocking & Liquid Cooling

Over the years, computer enthusiasts have taken advantage of processor headroom and employed numerous tricks to make CPUs run at a higher frequency.

Eventually, CPU manufacturers like Intel and AMD along with motherboard manufacturers recognized the importance of this growing market. By giving us unlocked processors and motherboards that support overclocking, they have let us run the processor at a much higher frequency, match it with state-of-the-art liquid cooling, qualify the necessary enterprise-class components, and deliver unparalleled performance and rock-solid reliability.

We have been shipping overclocked systems since 2009 and we've never experienced a failure rate any different from that of standard systems. This is because we work closely with our partners at Intel and AMD to ensure that we stay within the parameters for safe, professional overclocking.



Why Choose Us | Premium Components

Performance is the outcome of each and every component in the ecosystem. We pay extra attention to picking only the most appropriate components for each solution.

All workstations are not created equal. They are an ecosystem of interdependent hardware and are not based solely upon their components. Our innovative integration of only enterprise class components, drives, and custom tailored BIOS is what sets us apart from the one-size-fits-all workstation manufacturers, just as our unique engineering concepts (easily expandable, overclocking, liquid cooling, specially-tuned air cooled servers, and chassis selection) demonstrate the difference between a professionally tuned and overclocked workstation and a standard workstation. What does this mean for you? A system running at peak performance, a longer product life cycle and much higher efficiency.



Why Choose Us | Legendary Tech Support

Ever been stranded by commodity manufacturers to diagnose your computer issues? Most do not have a clue as to what it takes to run Transkoder, Pro Tools, Maya, Redshift, Cubase, or any other dedicated professional application. With Digital Alchemy workstations and rendering machines, you will never have to worry about missing a project deadline because we have you covered with experts who know your hardware, your software, and (in most cases) can resolve your issue over the phone or remote access. If the issue persists, our team will be on site at the earliest to ensure the least amount of downtime. Our extensive reach and affiliation with leading professionals provide us with a unique insight and capability to solve problems even faster.

Call most of the commodity computer manufacturers and ask them about ray trace rendering or how many tracks and plugins you can push with their system or ask about compositing in Nuke or rendering in Premiere, but be prepared for silence. Most simply lack the requisite knowledge and expertise you need. At Digital Alchemy, we don't just build workstations and rendering systems, we solve problems!



Alliances | Partners

- Adobe
- BMD
- ColorFront
- AJA
- ASUS
- AsRock
- Asrock Rack
- AMD
- Radeon
- Nvidia
- Intel
- HGST / WD
- Seagate
- Samsung
- Micron
- Areca
- Team Group
- Super Flower
- Sony
- Panasonic
- Eizo
- SpectraCal



Projects Powered By Us (Video)

Music Videos :

Gustaakh
Ghetto Moves
We all fall
Khudi

Episodic Content :

Ghoul (Netflix)
Leila (Netflix)
The Dewarists
(Documentary - Star World, 5 seasons)

Sound Trippin

(Documentary - MTV, 2 seasons)
Bring On the Night (Fiction - MTV India)
Sacred Games (Netflix, 2 Seasons)
Inside Edge (Amazon Prime)

Mirzapur (Amazon Prime)

Made in Heaven (Amazon Prime)
Smoke (Eros Now)
On Air with AIB (Hotstar)

VFX & Motion Graphics :

Leila (Netflix)
Ghoul (Netflix)
Bring On The Night (MTV)
Sound Trippin' (MTV)
Gangs of Wasseypur



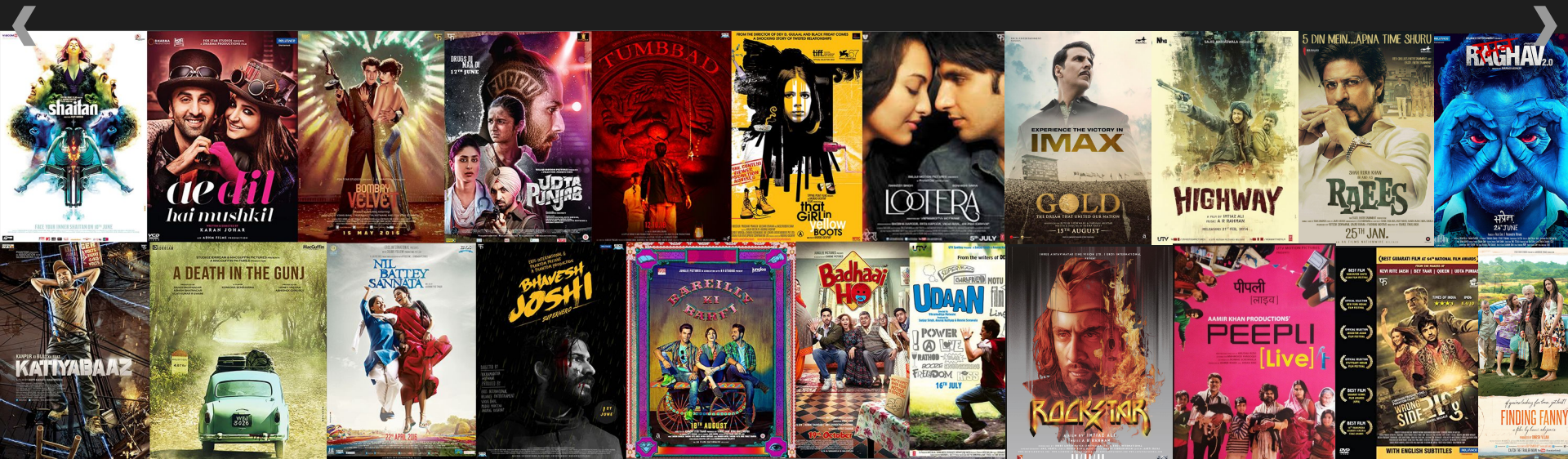
Projects Powered By Us (Audio)

Shaitaan
Ae Dil Hai Mushkil
Bombay Velvet
Udta Punjab
Tumbbad
That Girl in Yellow Boots

Lootera
GOLD
Highway
Raees
Raman Raghav 2.0
Katiyabaaz

A Death in the Gunj
Nil Battey Sannata
Bhavesh Joshi Superhero
Bareilly ki Barfi
Bhadhaai Ho
Udaan

Udaan
Rockstar
Peepli Live
Wrong Side Raju
Finding Fanny
Parmaan





Complete Solutions, Workflows and Systems for 4K, 6K and 8K with:



For





Get in Touch!

We'd be delighted to hear from you!

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