



# How Motilal Oswal cut page load times by 94%, using Hashout to transform CX

## CASE STUDY

< 200 millisecond

PAGE LOAD SPEEDS

95+

GOOGLE LIGHTHOUSE SCORES



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*“We never felt like Hashout was a vendor; we felt like they were an extension of our team. They delivered on all their promises, even when we made scope changes. The Hashout team was cooperative, able to take on that challenge, and still delivered the website ahead of schedule.”*

**Vipul Nirwani,**  
Head of Digital Products,  
Motilal Oswal Financial Services, Ltd.



Motilal Oswal Financial Services Ltd. is a financial services company offering various investment and advisory solutions, including wealth management, retail and institutional brokering, asset management, investment banking, and housing finance.

## WHAT WE PROVIDED

- Migration to a fast, flexible, and high-performing CMS
- Site performance optimization
- Same-day content publishing
- Strategic guidance to maximize the value of Adobe tools without additional licensing

**Industry**  
Financial services

**Location**  
India

# Challenges

## A rigid, underperforming CMS slows content creation and stifles growth

Finances are at the heart of everyone's lives. Thankfully, financial services company **Motilal Oswal** is there to help people make better financial decisions daily. When they noticed that their content management system (CMS) prevented them from effectively delivering information to their clients, they knew it was time for a major overhaul.

The CMS was inflexible and lagged behind industry standards. These issues led to poor website performance, including server response times of around three seconds. Their Google Lighthouse score, which measures a web page's overall quality and performance, hovered around 60, tanking the company's entire SEO performance.

Another concern was the lack of autonomy. Relying on Motilal's development team for content changes caused delays. The team was also constrained by deployment schedules, making same-day publishing impossible. Instead, content had to be gathered and pushed live in batches every two weeks, further delaying the release of fresh information to customers.

With significant traffic and lead generation coming through the website, Motilal couldn't afford poor performance or long wait times for updates. The team set out to find a platform and a partner that could help them meet their performance goals.

Their search led them to Adobe Edge Delivery Services, who in turn recommended Hashout as the ideal partner for the project.

“We were using a rudimentary CMS, which took a lot of time to publish new content. We wanted to be able to publish content when it is required.”

— Vipul Nirwani, Head of Digital Products,  
Motilal Oswal Financial Services, Ltd.

## Solution

### A partnership that unlocks speed, scalability, and ease

While the team at Motilal Oswal met with a few other potential partners to implement Adobe Edge Delivery Services, Hashout quickly proved to be the right choice. They are an Adobe solution integration agency, offering a faster go-to-market experience than their competitors and demonstrating confidence in their ability to deliver everything promised. That confidence made a lasting impression.

From the outset, it was clear that using Adobe Edge Delivery Services with Hashout as the implementation partner would be a game-changer. As part of the proof of concept, Hashout recreated pages similar to those on Motilal Oswal's live website. The demonstration showcased page speeds on par with best-in-class sites, with all pages scoring 95 or above on Google Lighthouse.

One of the most critical changes during the transition was enabling same-day publishing for the marketing team, eliminating the previous two-week publishing delay caused by development dependencies. By transitioning to Adobe Edge Delivery Services, Motilal gave the marketing team ownership of content management while reducing the load on the development team. Free from former constraints, the team can now respond rapidly to market changes and ensure clients receive timely, relevant information to support their financial decisions.

Motilal Oswal is also reaping the benefits of the built-in web application firewall included with Adobe Edge Delivery Services, reducing their dependency on internal teams for cybersecurity management and ensuring zero downtime during traffic surges or cyberattacks.

“Adobe Edge Delivery Services addressed all of our concerns. We were pleasantly surprised that a system existed that could solve all of these issues so easily. We could publish new changes every day without downtime, and the server speed was on par or even better than our competitors.”

— Vipul Nirwani, Head of Digital Products,  
Motilal Oswal Financial Services, Ltd.

## Results

### 95+ performance scores, empowered content creators, and faster time to market

For Motilal Oswal, the transition to Adobe Edge Delivery Services and the partnership with Hashout has transformed how they deliver content to their customers. They've seen dramatic improvements:

- **58% increase in website quality.** Motilal's Google Lighthouse scores jumped from 60 to 95+ across the thousands of pages on the company website, including a score of 99 on the homepage.
- **94% improvement in server quality.** Server speeds dropped from 3+ seconds to less than 200 milliseconds, matching the industry benchmark.
- **Same-day publishing.** The team is increasing agile, replacing the two-week process they previously followed with same-day publishing capabilities.

All of these improvements occurred within just two days of going live.

Both Hashout and Adobe also proactively flagged potential SEO concerns that could impact performance, which the team addresses to optimize results. These actions ensure Motilal Oswal's customers enjoy a vastly improved experience across the entire website, with faster, smoother page loads and up-to-date content.

From delivering a flawless implementation ahead of schedule to enabling the marketing team with newfound agility, Hashout helped turn the company's digital presence from a bottleneck into a strategic advantage.

“When Hashout switched out our legacy system for Adobe Edge Delivery Services, we started seeing the performance improvement almost immediately. Our Lighthouse scores across 3,000+ pages were 95 or 95+, our server response time was less than 200 milliseconds, and our entire marketing team was enabled to go to market faster.”

— Rishabh Balabomma, Vice President of Product Management, Motilal Oswal Financial Services, Ltd.

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