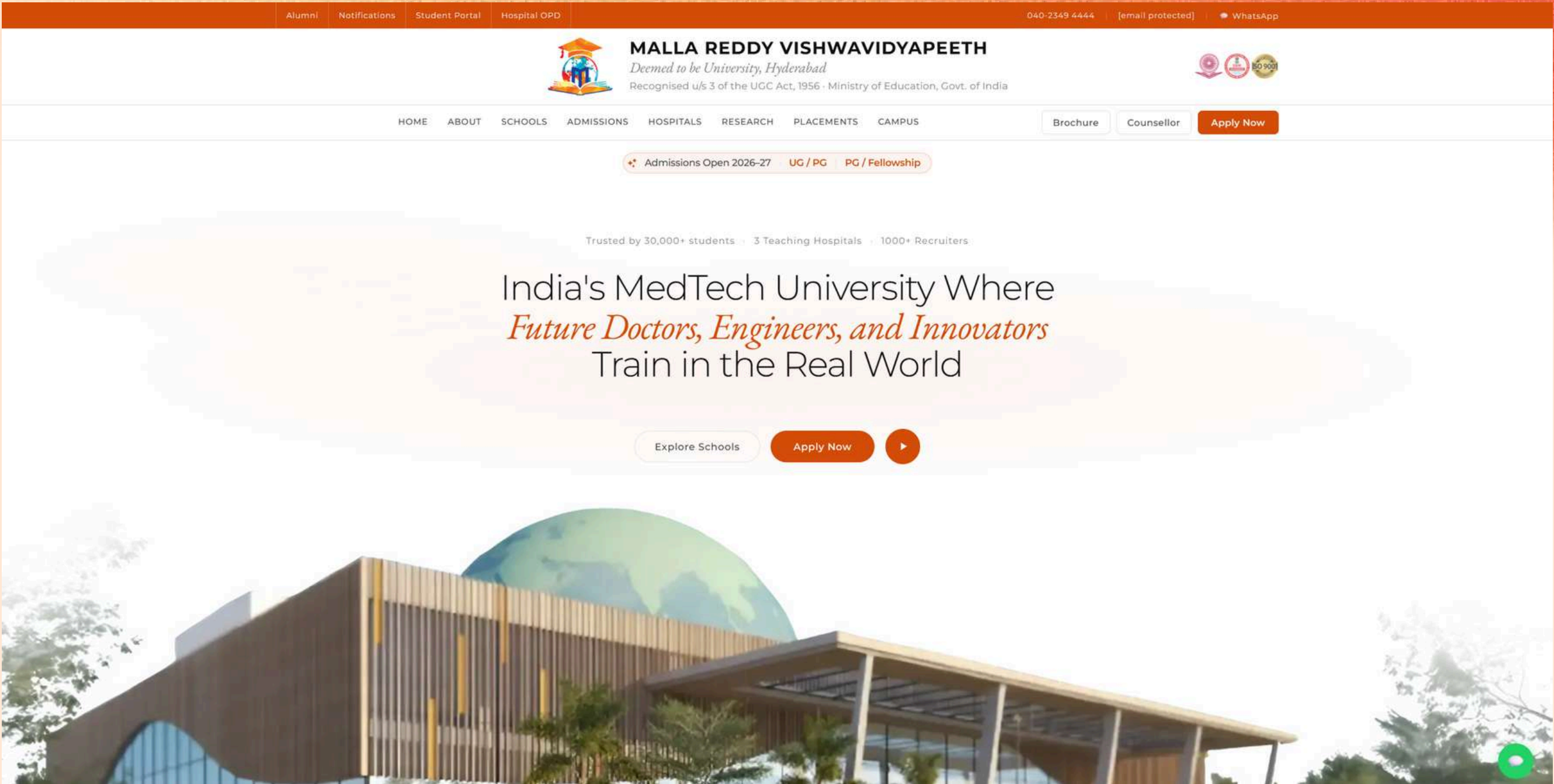




Case Study Report Malla Reddy Vishwavidyapeeth

GrowX Designs | Rishi Siliveri

How we Turned University Website into Scannable & Conversion Friendly Site



PHD / FELLOWSHIP ADMISSIONS OPEN [APPLY NOW](#)

UG / PG ADMISSIONS OPEN 2026-2027 [APPLY NOW](#)



MALLA REDDY VISHWAVIDYAPEETH
(Deemed to be University), Hyderabad

Recognised under section 3 of The UGC Act, 1956, vide Notification No.9-4/2024-U-3(A)1 by Department of Higher Education, Ministry of Education, Government of India.



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Admission Notification MRVCET 2026

Events	Dates
Notification Release Date	2 nd March, 2026
Application* Start Date	5 th March, 2026
Application* Deadline	2 nd May, 2026

2026-2027
ADMISSIONS
OPEN NOW

[Alumni](#) [Notifications](#) [Student Portal](#) [Hospital OPD](#)

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MALLA REDDY VISHWAVIDYAPEETH

Deemed to be University, Hyderabad
Recognised u/s 3 of the UGC Act, 1956 - Ministry of Education, Govt. of India



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India's MedTech University Where
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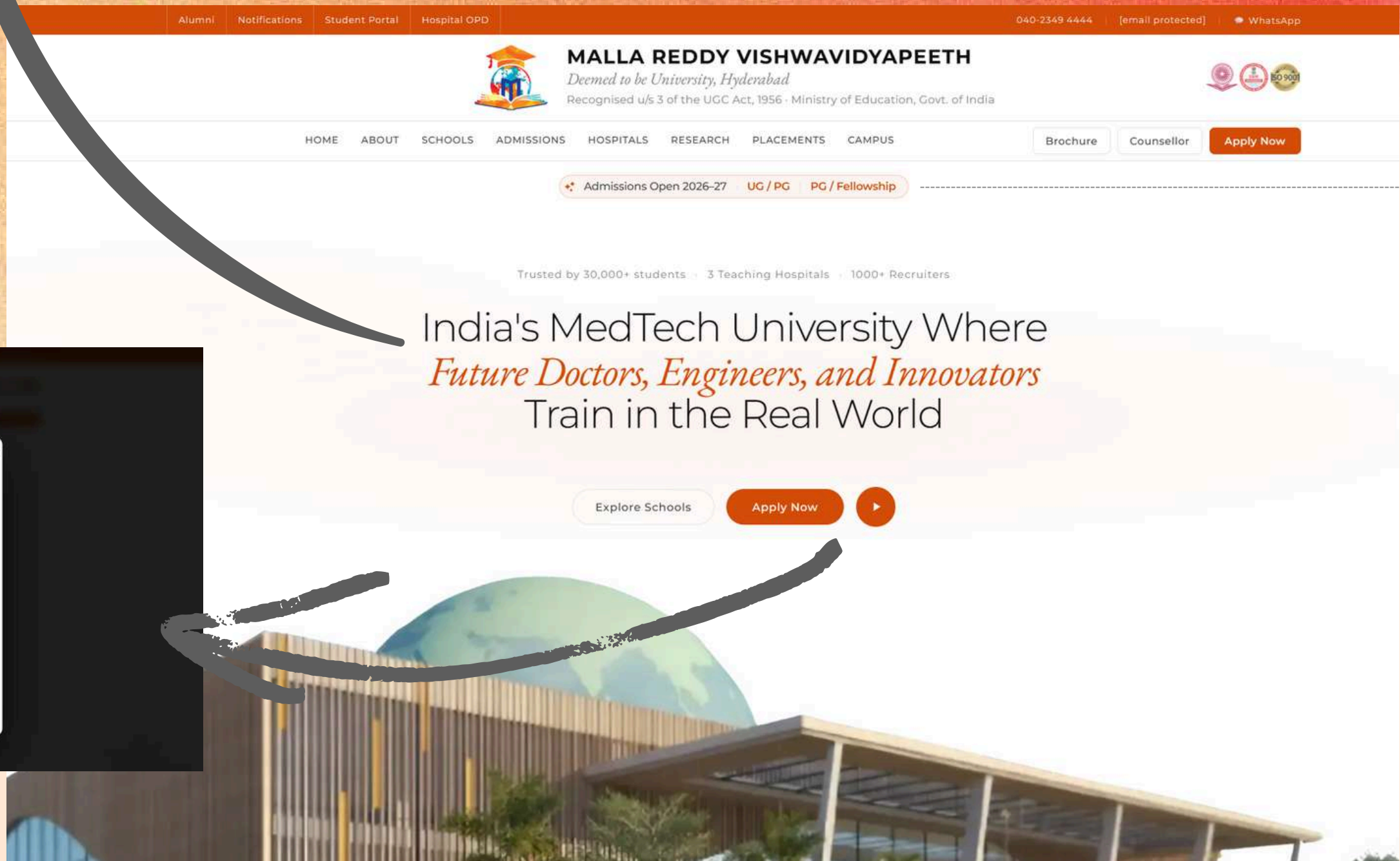
[Apply Now](#)



Hero Section

Every word in a hero headline has to do a job.
This one does three: claim a category, speak directly to the prospect,
and address their #1 fear.

Header (3-layer)
Pre-bar for quick links, logo bar for accreditations, sticky nav for orientation



Recognitions

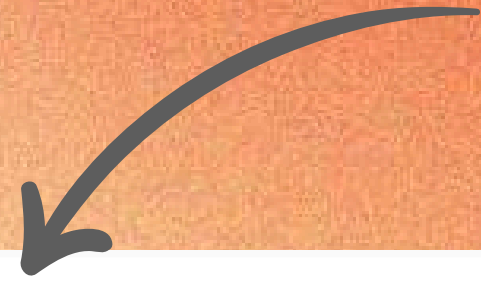
Modern
Notifiable
Announcement
Bar

Detailed Overview
Video



Trust Bar

key numbers (students, hospitals, years) to anchor credibility fast



30,000+
Students

9+
Schools

3
Teaching Hospitals

1,000+
Recruiters

4.5L+
Patients Served

3,200+
Research Papers

SCHOOLS & PROGRAMMES

Find the right school for
your future

Nine schools, one campus — spanning medicine, health sciences, and technology.

<p>School of Medical Sciences & Technology B.Sc Medical Lab Technology · M.Sc Clinical Research · M.Sc Anatomy 3-4 Years 96% Outcomes Explore →</p>	<p>School of Dental Sciences & Technology B.Sc Dental Hygiene · M.Sc Dental Surgery · M.Sc Orthodontics 3-4 Years Clinical Focus Explore →</p>	<p>School of Nursing Sciences & Technology B.Sc Nursing · M.Sc Nursing · M.Sc Mental Health Nursing 3-4 Years Global Placements Explore →</p>	<p>School of Pharmaceutical Sciences & Technology B.Sc Pharmaceutical Chemistry · M.Sc Pharmacology · M.Sc Pharmacy 3-4 Years Research-First Explore →</p>	<p>School of Allied Health Sciences & Technology B.Sc Physiotherapy · B.Sc OT · B.Sc MLT · M.Sc Nutrition 3-4 Years Hospital-Led Explore →</p>
<p>School of Public Health Sciences & Technology B.Sc Public Health · M.Sc Epidemiology · M.Sc Health Policy 3-4 Years Industry-Led Explore →</p>	<p>School of Digital Health Sciences & Technology B.Sc Health Informatics · M.Sc AI in Medicine · M.Sc Digital Health 3-4 Years Tech-Driven Explore →</p>	<p>School of Media, Design & Technology B.Sc Digital Media · B.Sc Visual Communication · M.Sc Design 3-4 Years Creative Industry Explore →</p>	<p>School of Humanities & Technology B.Sc Psychology · B.Sc English Literature · M.Sc Philosophy 3-4 Years Liberal Arts Explore →</p>	

Programmes / Schools

Answer the first question: "What can I study here?" before anything else

Card Description Glimpse of Courses inside Schools & On Hover Default Image

Differentiators must appear before the user bounces



WHY CHOOSE MRV

Why students choose MRV *over traditional universities*

Outcome-driven education built on real clinical exposure, industry partnerships, and a research-first culture.

<p>01</p> <h3>Learn inside real hospitals</h3> <p>Day-one clinical exposure across 3 teaching hospitals. Students see real patients and graduate practice-ready.</p>	<p>02</p> <h3>Industry-designed curriculum</h3> <p>Curricula co-designed with 500+ industry partners — every graduate matches what employers actually need.</p>	<p>03</p> <h3>75%+ live campus learning</h3> <p>Labs, hospitals, incubators, and innovation centers all within walking distance on a 75-acre campus.</p>
<p>04</p> <h3>7,000+ doctors trained</h3> <p>Decades of medical education excellence. MRV alumni practise across India and 40+ countries globally.</p>	<p>05</p> <h3>Research-first culture</h3> <p>3,200+ published papers, dedicated research centres, and PhD programmes producing world-class researchers.</p>	<p>06</p> <h3>Startup & innovation ecosystem</h3> <p>In-campus incubator, hackathons, industry mentors, and seed-funding for aspiring student entrepreneurs.</p>

ROI proof (placements, collaborators) is a top decision factor for applicants



CAREER OUTCOMES

Outcomes that matter *after graduation*

What happens after you graduate is as important as what happens during. Here's the proof.

<p>₹42 LPA Highest package, 2025</p>	<p>₹8.2 LPA Average CTC — Engineering</p>	<p>40+ Countries — alumni serving</p>	<p>1,000+ Recruiting companies</p>
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OUR COLLABORATORS

MRV's biggest differentiator
Direct hospital access. Must be visible early in the flow

Narrative works better after
the user already knows "why" and "what"
Tabs Switch
Our Story | Our Campus | Our Approach

Extended Ecosystem
Research & Innovation
Signals academic depth
relevant for PG and research-track prospects

HEALTHCARE ECOSYSTEM

Learn in a
real healthcare ecosystem

The only university in Telangana where you attend class in the morning and treat patients in the afternoon.



ABOUT MRV

About Malla Reddy
Vishwavidyapeeth

A Deemed to be University shaping the future of healthcare, engineering, and technology education in India since 2002.

- Our Story
- Our Campus
- Our Approach

FOUNDED 2002

A vision to build a *Center of Excellence*

Malla Reddy Vishwavidyapeeth (MRV) is sponsored by the Chandramma Educational Society (CES), founded by Shri. Ch. Malla Reddy with a vision to evolve a Center of Excellence spanning Medical Sciences, Dental Sciences, Allied Healthcare, Pharmaceutical Sciences, Nursing, and Engineering — through world-class infrastructure, innovative interdisciplinary programmes, and globally trained faculty.

Explore Our History



RESEARCH & INNOVATION

The true
extended ecosystem

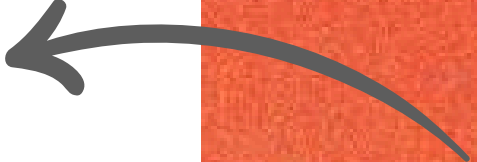
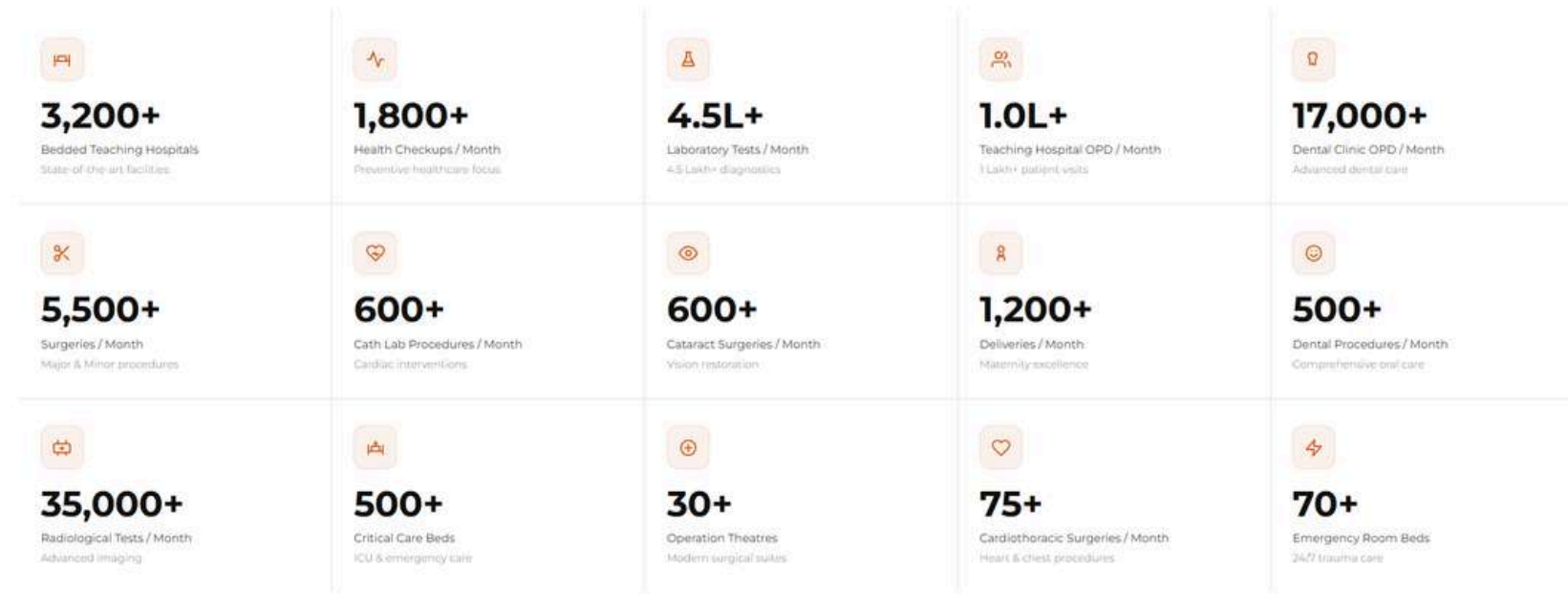
Five specialised units woven into campus life — driving discovery, commercialisation, and clinical impact.

<p>01 — R&I</p> <p>Research Promotion Cell</p> <p>Drives a culture of inquiry across all schools — leading grants, mentoring faculty, and connecting researchers to national funding bodies.</p>	<p>02 — R&I</p> <p>Research Finance & Infrastructure Cell</p> <p>Manages end-to-end research funding pipelines, bid procurement, and win/loss. Shares infrastructure to support large-scale projects.</p>	<p>03 — R&I</p> <p>Research & Innovation</p> <p>The creative engine of MRV — fostering interdisciplinary breakthroughs, patent filings, publications, and applied technology solutions.</p>	<p>04 — R&I</p> <p>Clinical Research Unit</p> <p>Bridges laboratory science and patient care — conducting trials, generating clinical evidence, and advancing evidence-based medical practice.</p>	<p>05 — R&I</p> <p>Incubation Centre</p> <p>A launchpad for student and faculty ventures — offering mentorship, seed funding, co-working space, and industry connections to turn ideas into startups.</p>
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OUR IMPACT

Numbers That *Speak Excellence*

Transforming healthcare education through world-class infrastructure and unmatched clinical exposure.

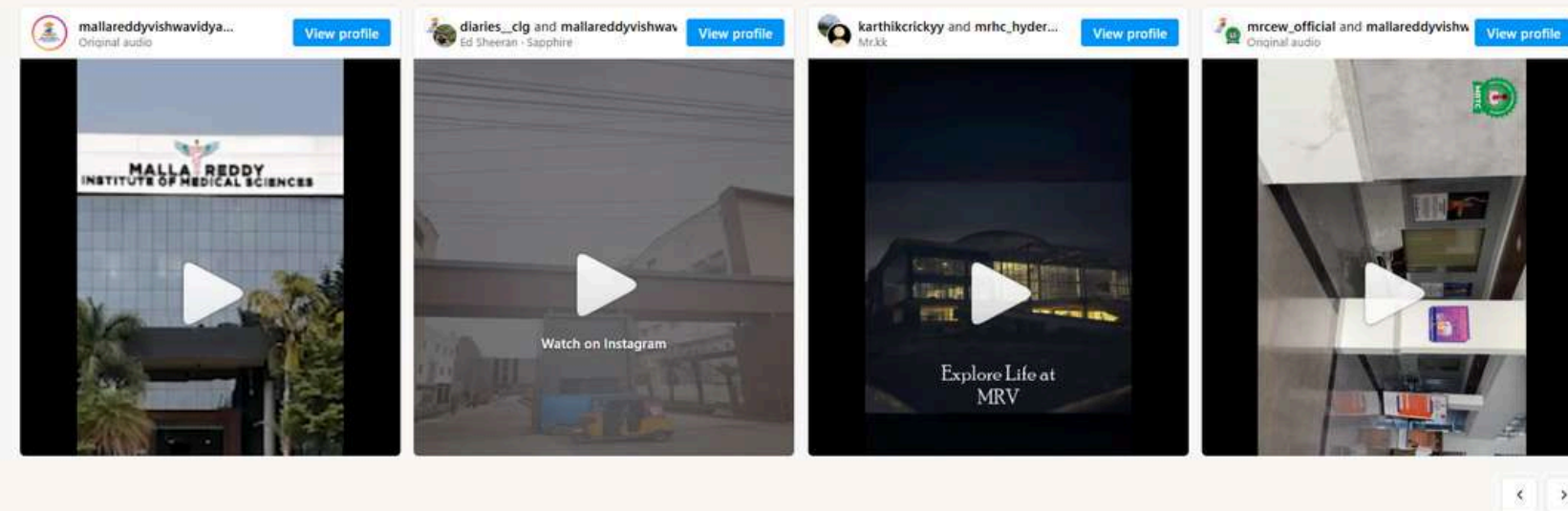


Numbers Speak
Detailed proof of scale, reinforcing trust before the lifestyle sections

CAMPUS LIFE

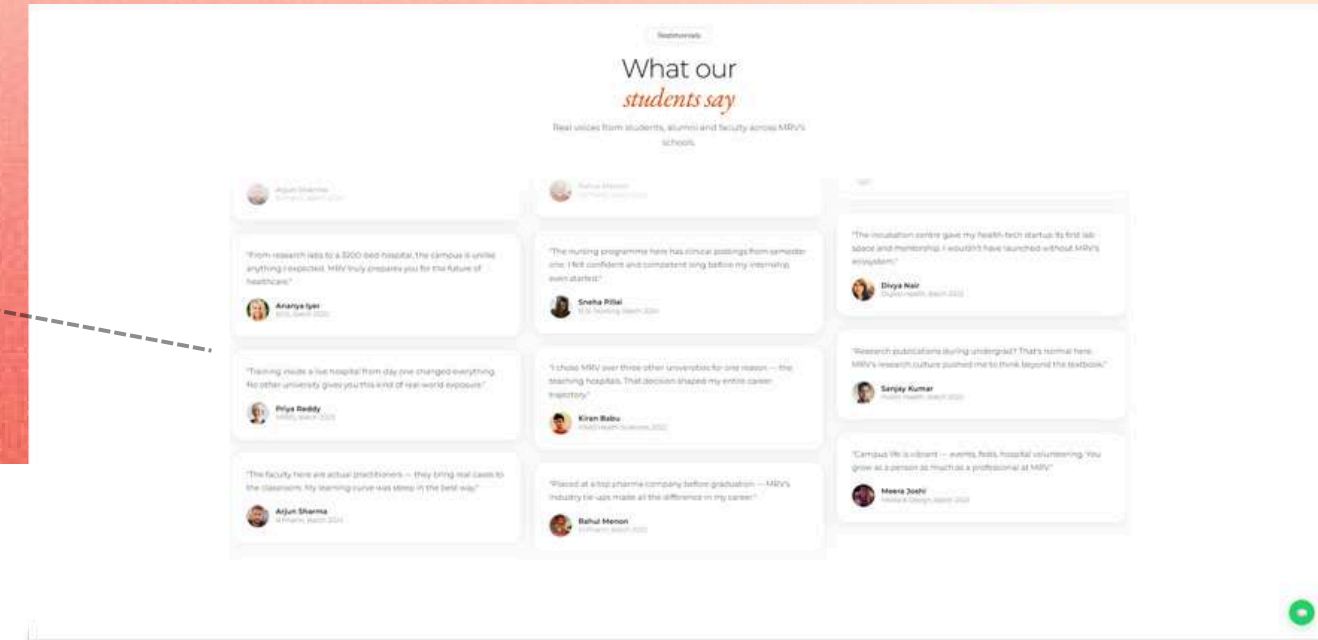
Life at *MRV*

Glimpses of the campus, hospitals, labs and events — straight from our Instagram.

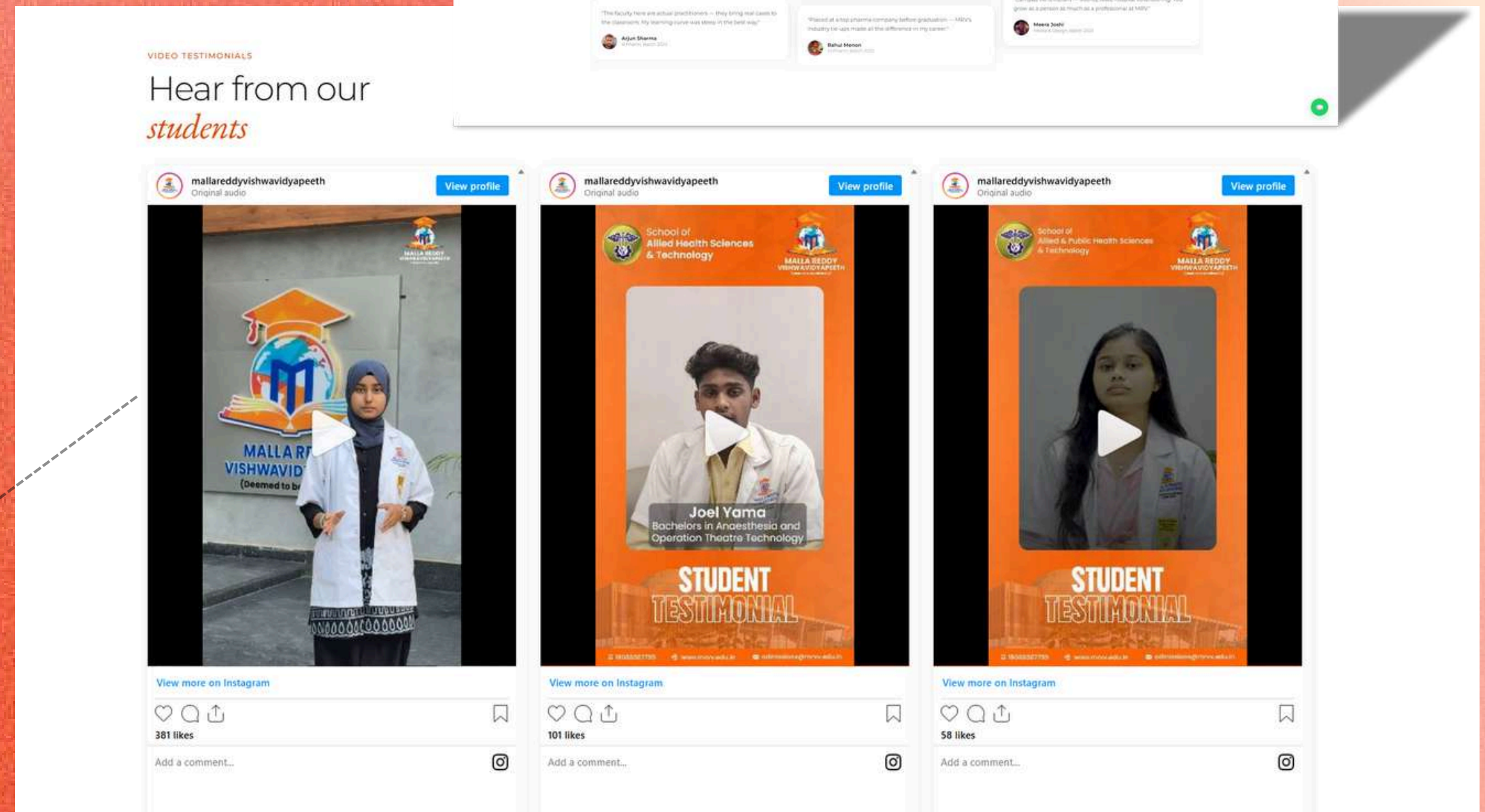


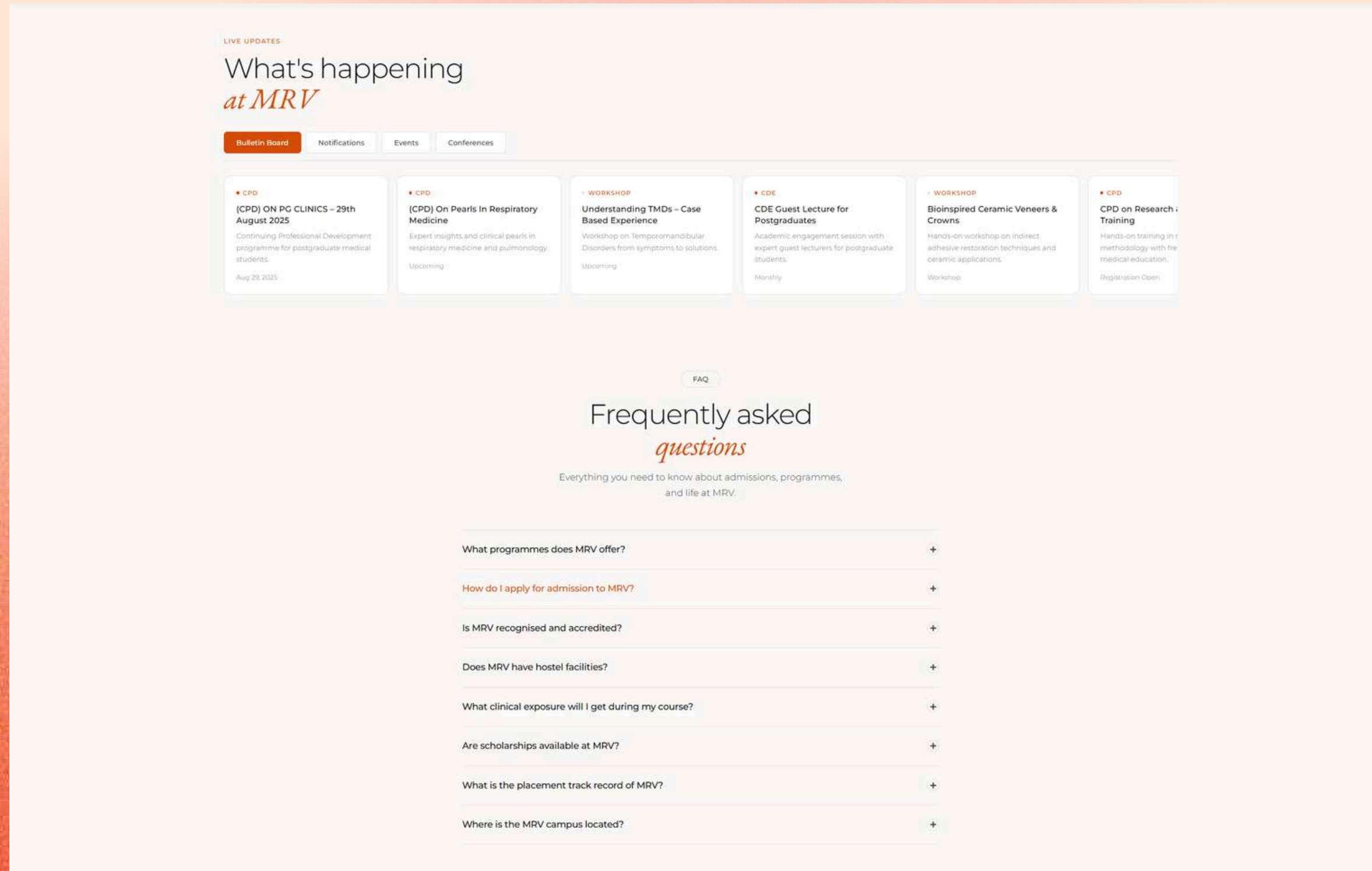
Campus Life (Stories)
Instagram-style reels humanise the brand and address lifestyle concerns with slider to view more

Student Testimonials
auto-scroll; social proof is essential
for conversion



Video Testimonials
Faces + voices build deeper trust
than text alone — keeps engaged
visitors watching





What's happening at MRV
Shows the university is active and current

FAQ
Removes the last doubts before asking them to act

Admissions open for **2026-27**

Limited seats across high-demand programmes. Apply today.

Apply Now

Download Prospectus

Speak to Admissions

MALLA REDDY VISHWAVIDYAPEETH

Deemed to be University, Hyderabad

NAAC A+ accredited institution building future doctors, engineers, researchers, and leaders for India and the world.

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040-2349 4444 -

SCHOOLS

Medicine

Engineering

Management

Agriculture

Pharmacy

Sciences

ADMISSIONS

Apply Now

Eligibility

Fee Structure

Scholarships

Prospectus

HOSPITALS

MRIMS

Super Speciality

Women & Children

OPD Appointment

Emergency, 108

QUICK LINKS

Research

Student Portal

Alumni

Placements

Campus Life

Final CTA

"Apply Now" after all trust is established.
Maximum intent moment.

Footer

Comprehensive links for users who scroll past the CTA to research further

PAGE ARCHITECTURE

The final *section order* — and why it's in this sequence

Every section was placed to serve one goal: get a qualified student to click "Apply" with confidence.

#	SECTION	WHAT IT DOES FOR THE STUDENT	
1	Header	Orientation — where am I, what can I do	Kept
2	Announcement Pill	Admissions open signal — compact, always visible	Redesigned
3	Hero	Category claim + emotional hook in 5 seconds	Kept
4	Trust Bar	Proof of scale — before they scroll past the fold	Kept
5	Programmes	Answers "Can I study what I want here?"	Kept
6	Why Choose MRV	Answers "Why here over every other university?"	Moved +
7	Career Outcomes	Answers "Will I get a job?" — with numbers	Moved +
8	Hospital Network	Shows the unique clinical training advantage	Kept
9	About MRV	Story lands after they already know "why" and "what"	Moved +
10	Research	Signals depth for PG and research-track students	Kept
11	Stats Section	Overwhelming proof — 16 data points in one grid	Kept
12	Campus Life	Emotional — shows the life, not just the courses	New +
13	Testimonials	Real students, real outcomes — peers talking to peers	New +
14	Video Testimonials	Faces and voices for the students who need to see	Kept
15	Happenings	Shows the university is active and current	Moved +
16	FAQ	Removes the last doubts before asking them to act	New +
17	Final CTA	The ask — after every question is already answered	Kept
18	Footer	For the researchers who scroll past the CTA	Kept

THE OUTCOMES

Three things this redesign changes



More students reach the Apply button

The old design had the most important content buried after 5 scrolls. Now trust is built in 2. Students who feel confident earlier apply faster.



The brand matches the institution

MRV treats 4.5 lakh patients a month. The old website looked like a local college. The new design earns the premium positioning MRV deserves.



Fewer basic enquiry calls

FAQ, programme details, and hostel information are all on-page now. Students stop calling to ask questions the website already answers — freeing up admissions staff.

4→1

COLOUR PALETTE REDUCED

3

NEW SECTIONS ADDED

4

SECTIONS REORDERED

18

TOTAL PAGE SECTIONS



Faster trust establishment

Credibility signals (stats, accreditations, hospital network) now appear within the first 2 scrolls, vs. appearing after the fold in the old design. Expected improvement in time-on-page and scroll depth.



Higher conversion intent

FAQ and testimonials address pre-enquiry doubts on-page, reducing bounce before form submission. The dark final CTA appears only after all trust is earned — maximising intent at the point of action.



Brand differentiation

The clean design, paired with the 15+ hospital network section and clinical training callouts, positions MRV visually and informationally above competitors with similar accreditations but weaker presentation.