Mumbai operations reach broad customer base in Western India

Focus Softnet began operations in Mumbai in 1997 to cater to customers in Western India. The Mumbai office oversees operations in Maharashtra, Gujarat, Madhya Pradesh and Goa. The company has also appointed regional franchisees in Gujarat and Madhya Pradesh and has dealers in Aurangabad, Ahmednagar, Nashik, and Yavatmal to serve businesses in the untapped rural market segment. Focus Softnet Mumbai is led by its regional manager, operations, Naushad Ali under the guidance of Sajid A Khan, as the Vice President.

The Mumbai branch has a strong and dedicated team who manage sales, implementation and customer support and provide excellent service to customers and partners. Focus Softnet Mumbai has seen consistent growth since it began operations and has contributed significantly to the overall growth of the company.

Focus Softnet Mumbai counts more than 2,500 diverse and well-known businesses as its customers. Its clientele includes Public limited companies, traders, distributor, larger manufacturers, SMEs to name some. Some of its prominent customers include Victorinox India, Kamani Oil Mills, Sundaram Multipap Ltd., Jollyboard Ltd. Hasmukhrai & Company (Society Tea), Modern India Ltd, Divya Shipping and Logistics, SM Dyechem, HEM Corporation, Jaipan Industries Ltd and MB Sugar to name a few of them.

"Mumbai is the financial capital of India and a business hub and a very important market for Focus Softnet. Since we opened our office in Mumbai, we have seen tremendous growth from Mumbai and the wider Western region. We have an experienced team of qualified professionals catering to our customers’ needs from across the region. We have also started concentrating on untapped rural markets through dealers and franchisees. I am proud of our Mumbai team as we have achieved quite a lot and this is because of the handwork and commitment of our local team," says Sajid A. Khan, Vice President of Focus Softnet Mumbai.

Focus Softnet Delhi office making an impact in key vertical sectors

Focus Softnet launched its North India operations in 2000 by opening offices in Delhi and the NCR region. Since then, the company has been delivering quality solutions to enterprises and SMBs across the region. Under the leadership of Pavan Kumar, the Regional Manager, and with his innovative and personalized approach, Focus Softnet North India team of fifteen well trained and qualified professionals has catered to over 300 companies by successfully completing the projects to the satisfaction of customers. The team counts a few big names such as Usha Shriram Enterprises, Technip KT India, Salasar Stainless, Willowood Group and Acro Paints amongst its many customers.

Over the last five years, Focus’ North India branch has achieved many high values sales for Focus RT, Focus I, Focus MRP to name a few solutions across the manufacturing, trading, retail and education sectors. Focus APIs have been very vital in delivering solutions very specific to individual client needs.

“We foresee a bright future as this region has great potential with a good market demand for changing trends in management solutions. Companies are looking for solutions that meet operational convenience, increase transparency, integrate different departments and help management take quick decisions using the software’s reliable and dynamic reporting. To expand our presence further, we have adopted the franchising model to ensure that we are able to cater to customers in cities and industrial regions such as Meerut, Jaipur, Chandigarh, Himachal and Uttarakand to name a few. We are very confident that in coming years, Focus - North India will increase its presence and capture more market share in SME sector,” says Pavan Kumar.
Focus Softnet launched its Bangalore (Bengaluru) operations in 1994 and has grown significantly since then. The local office is currently overseeing the company’s operations in the southern states of Karnataka and Kerala. Focus Softnet Bangalore counts over 200 customers and has several references in the retail, distribution and manufacturing segments. The Bangalore (Benguluru) office has helped the company increase Focus’ market share and visibility across Pan India and international markets.

With the changing economic conditions, the potential of the region has grown multi-fold. To cater to this potential, Focus Softnet has announced huge expansion plans for its Bangalore operations in 2014-15 in order to increase sales and support services to customers. The company is moving to a bigger office in Koramangla with customised best-in-class infrastructure. Focus Softnet is also partnering with other solution vendors and channel partners to form an effective consortium to deliver turnkey projects.

The company has already signed up three regional franchisees and will be adding more by the end of 2014. In order to help organisations that do not have big budgets but need an ERP without delay, Focus Softnet is offering them its software on lease model. The company is planning to offer existing customers special prices on their products if they choose to upgrade to a higher version of their solutions.

“Bangalore is one of the most promising and mature markets in India and due to its diversity and IT acceptance, it is a conducive market to launch our new products. Our local branch has been instrumental in providing inputs in the evolution of our flagship products Focus RT and Focus i. We are investing in expanding our operations and signing up with new franchisees to increase our market share in tier 2 and 3 cities. We are increasing our focus on the Kerala market as it has huge potential for growth. We are confident with our new office in Bangalore, we will be able to offer our customers even better services and local support,” says Kishore Kumar Kintali, Vice President, Operations, Focus Softnet Bangalore.

**KOLKATA**

Kolkata office gives Focus Softnet reach into Eastern India and beyond

As a strategic plan to establish its presence in the Eastern part of India, Focus Softnet opened its Kolkata office in 2010. With the launch of its Kolkata operations, Focus Softnet has been able to harness business opportunities across the Eastern region including Bangladesh. The company has increased its footprint across West Bengal, Bihar, Orissa, Jharkhand and the North Eastern states of the country.

Since its launch, the branch has witnessed a steady growth in customer acquisitions and has beaten competitors to win huge projects such as Madhujayanti International, Ostern, Singh Brother Impex., Green Concrete, Glamour World Ayurvedic Company, Ladhuram Toshniwal & Sons, Pascal Switchcare, Shalimar Works and Propello Innovation to name some.

Headed by Rupam Goswami, its Branch Manager and under the able guidance of its EVP - Anil Kumar Puthin, Focus Kolkata office is geared for expansion of its business and contributed significantly to the phenomenal growth of the company.

“Despite a slow moving economy in the region, where other vendors are finding it tough to survive, our Kolkata operations has grown steadily with our team working very hard to increase our market share and reach across the Eastern region. We have plans to expand our business further by appointing franchisees and dealers in smaller cities. We are confident that Focus Kolkata is all set to conquer the territories nearby by building strategic alliances for the same,” says Rupam Goswami.