



## **GoFrugal sets up office in Madurai**

Madurai: GoFrugal, has opened a branch office at Madurai. A cloud company, GoFrugal, offers Enterprise Resource Planning (ERP) solutions for digital transformation of businesses. In a statement, the Madurai office that currently has 90 staff on roll is to employ upto 150 staff from the region. It is aimed at boosting digitisation of retail businesses in Madurai on par with metropolitan cities, the 17-year-old company has begun operations at Madurai.      ENS

## Gofrugal eyes expansion in tier-II, tier-III locations

**Chennai:** Cloud and enterprise resource planning (ERP) company Gofrugal on Sunday it was eyeing stepping up presence in tier-II and III locations, including Thane, Noida, Kolkata and Cochin as part of strengthening its footprint, besides looking at doubling revenues in the coming years.

The city-based company recently inaugurated its first office in Madurai with an employee base of 90 and plans to scale it up to 150, founder Kumar Vembu said. With an existing customer base of over 2,000 small and medium business enterprises, Gofrugal aspires to maximize digitisation of retail businesses in Madurai. The office, spread across 15,000 square feet, would also offer an exclusive walk-in experience to customers, he said. "We at Gofrugal wish to launch

full-fledged development offices in smaller cities... our plan is to have an office in every state of the country over the next 18-24 months", he said.



# GoFrugal eyes an office in every state in the next two years

ET Bureau • Last Updated: Sep 27, 2021, 06:50 PM IST

☆  
RATE STORY

🔗  
SHARE

Aa  
FONT SIZE

📌  
SAVE

## Synopsis

Chennai-based GoFrugal Technologies, a cloud-based enterprise resource planning company, has started its expansion drive from Madurai and aims to scale it to Kolkata, Kochi, Pune, Delhi NCR and Thane in the next six months.



**Chennai:** GoFrugal Technologies, a cloud-based enterprise resource planning company, is looking to open at least one office in every state of India in the next two years.



In line with this, the Chennai-based firm recently set up its first regional office in Madurai with an employee strength of 90. It aims to grow the talent pool to 150 in the region.

"Madurai and south of Tamil Nadu are areas where we have a significant concentration of customers," **Kumar Vembu**, founder and chief executive of GoFrugal, said. "The awareness of merchants in those areas is also very high and they are demanding more digital solutions. So, we thought going to Madurai with our office will not only help in expanding the business in that area but also help with acquiring better talent."

The company is looking to open offices in five locations, including Kolkata, Kochi, Pune, Delhi NCR and Thane, in the next six months.

"With the pandemic, we know work that we can do in **Chennai** can be done in any of the local offices," he said. "Pre-pandemic, our approach was that we will have only sales and the customer onboarding team on the field and everything else will be done in Chennai. But the pandemic changed our mindset. Most of the roles we hire for, we don't have a location preference, we want to hire the right person for the job."

The company aims to double its existing headcount of around 350 employees in the next one year. Vembu said most of this hiring will happen in the regional offices.

"We are seeing the demand going up and consolidation happening in the market," he said.

"The MSMEs and retailers no longer want an ERP that will manage within the four walls of business. They want to provide a technology solution to their customers, to their suppliers, to their service providers and everybody.

"So the automation is not only limited to work at the store and with