

Sectors Retail

GOFRUGAL Expands Presence in Tier 2 Markets Across India

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GOFRUGAL, a leading cloud ERP company with over 30000+ customers in retail, restaurant and distribution in India, is expanding their presence in emerging markets through their first office launch in Madurai, Tamil Nadu. GOFRUGAL launches its Madurai office with a current employee strength of 90 and aims to grow its’ talent pool to 150 in the region.

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With an existing customer base of 2000+ SMEs in the town, GOFRUGAL aspires to maximize digitization of retail businesses in Madurai as advanced as their contemporaries in Tier 1 cities through simplified solutions. The Madurai office is multi-floor with about 15,000sq feet where about 150+ employees can work. The company also plans to set up an exclusive walk-in experiential center for customers to get a firsthand understanding of a digital store. This will give them the confidence to automate their processes and transform their businesses through technology.

During the launch, V Needhi Mohan, Chairman of Young Entrepreneur School, said, “GOFRUGAL's plan to start with 150 employees and tap the talent pool in the South will definitely be a boon to the economic development of Madurai and South Tamil Nadu. I believe theirs will be the first step for many more companies to follow"

“For all the problems the pandemic has caused, it has also presented us with new opportunities to go rural and grow more rural. Apart from the enormous amount of talent in tier 2 market, we also witnessed small towns having a large share of aspirational businessmen who long for our hand-holding and digital support,” said Mr. Kumar Vembu, CEO and Founder, GOFRUGAL.

He further added, “After carefully studying the market opportunity, challenges and business growth strategies, we at GOFRUGAL wish to launch full-fledged development offices in smaller cities of the country. Our mission is to empower all MSME business in tier2 tier3 with right tech and tools so that they stay ahead of competition and enable them to compete against big players. This is one of the predominant reasons for us to shift our growth to these markets. We believe the tier 2 cities are finally ready to be the tech-hotspot and we consider this as our small contribution towards nation-building by spotting hidden talents and tapping untouched human resources!”

While Indian businesses in emerging tier 2 cities were not fully utilizing the power of technology due to lack of awareness and need for better infrastructure, Covid-19 pandemic has pushed small businesses, traders, retailers from tier 2 and tier 3 cities to go digital and meet the needs of changing consumer’s behavior. From selling products online to sending 'digital copy of invoices to consumer’s phones, business owners can greatly use tech and obtain their objective via contactless business process.

Moreover, Covid- 19 brought in change in the working style of corporates; it seeded the thought of taking work closer to staff’s hometowns. In the quest for talent and new sources of profitable growth, GOFRUGAL is increasingly shifting the focus towards lesser-known but emerging tier 2 markets like Madurai and Thane.

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