

GoFrugal eyes Rs 500 crore revenue mark in five year

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Synopsis

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Chennai: GoFrugal Technologies, a cloud ERP company is looking to achieve 500 crore revenue in the next five years while also foreseeing a growth of over 100% year-on-year over the next few years, Kumar Vembu, CEO and Founder of GoFrugal said at the launch of the company's 'easy suite' of products on Tuesday.

The products included RetailEasy for retail businesses, ServeEasy for restaurant businesses and ManageEasy for distribution businesses. Kumar Rajagopalan, CEO of Retailers Association of [India](#) launched the company's experiential digital store using AI and ML for the traditional retail industry.

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"The owners of physical only stores realize that they will be obsolete in the current digital era. They are all eager to serve their customers in the channels of their choice (omnichannel) and to make it happen, they are looking for the right technology partner. With online-to-offline (O2O) collaborative business model retail, restaurant and distribution businesses can increase their customer acquisition by 15-20%' said Vembu.

He said the single-minded focus was to enable traditional retail, restaurant and distribution businesses to build a 'Smart Platform' that could make 'Collaborative Commerce' a reality. He said collaborative commerce and advance ERP solutions will help convert their business data into actionable insights. Traditional MSME retail, restaurant and distribution businesses should transform themselves at the earliest or be forced to close down their business, he added.

"The traditional retail market, to co-exist with the modern trade, is undergoing an identity shift to look modern and vibrant. However, technology has never been affordable or user-friendly for them to adopt. I believe technology players like GOFRUGAL with their differentiated easy to use product suite can help millions of small merchants across India to strengthen and grow their business," said Kumar Rajagopalan, CEO of Retailers Association of India while unveiling the company's digital store.