Founder First

Just In

Brands ~

Resources ~

YSTV \

Events

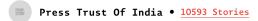
Newslette

Stories v

CLOUD >

Gofrugal eyes expansion in Tier II, III locations; to open offices in Thane, Noida

Founded by Kumar Vembu, cloud and ERP startup Gofrugal said it expects to report revenue of Rs 75 crore this fiscal and double it the next year.





Sunday September 19, 2021, 3 min Read



Cloud and Enterprise Resource Planning (ERP) company **GoFrugal** on Sunday said it was eyeing to **step up its 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, the company's founder **Kumar Vembu** said.

With an existing customer base of over 2,000 small and medium business enterprises,
Gofrugal aspires to maximise the 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.

"After carefully studying the marketing, challenges and business growth strategies, we at

MOST VIEWED STORIES

1 EVENTS

Leaders who listen: Making inclusion the heart of India's digital boom

2 BOOKS

7 Underrated Books That Are Better Than Bestsellers



3 INNOVATION

Rajasthan 2035: Col Rajyavardhan Rathore Unveils A Vision Wher...



4 CRYPTOCURRENCY

Singapore Court Sets Aside June 4 Order For WazirX Parent's...



5 EVENTS





"Our mission is to empower all micro, small, and medium enterprise businesses in Tier II and III cities with the right technology and tools so that they stay ahead of the competition and enable them to compete against big players", he said.



ALSO READ



Shunned by ex-staffers, supported by clients – Kumar Vembu's 'GoFrugal' journey towards \$100 million

In an interaction with PTI, he said the company planned to expand to locations like Thane and Noida, in view of the availability of skilled youth. "Even in Gofrugal, if we recruit 100 people, 75 of them will be freshers from college having various skillsets... We believe Tier-II cities are finally ready to be the technology-hot spot and consider this as our small contribution towards nation-building," he said.

Through expansion in Tier-II cities, Gofrugal aims to **move closer to customers to address their needs and can recruit local talent.** It may be in Thane or Kolkata (or some other city), he said.

On the company's financial performance, he said it witnessed a **70 percent growth this financial year** despite the impact caused by the COVID-19 outbreak.

"During this financial year, we hope to grow by 100 percent and by expanding in Tier-II locations, aspire to more than double growth (in terms of CAGR) from next year onwards", he said.

"Tamil Nadu is our strong market for Gofrugal.. we have opened in Madurai. We **are opening in**Thane, then in Kolkata, Noida and later in Cochin. This expansion will happen before

December", he said to a query. "In the next 18-24 months, our plan is to have offices in all the states of the country. This is our goal", he said.

On revenues, he said the **company expects to garner Rs 75 crore this fiscal and double it the next year.** COVID-19 has pushed small businesses, traders, and retailers from Tier II and III cities to go digital and meet the needs of the changing behaviour of consumers, he said.

owners can greatly use technology and fulfil their objective via contactless business processes,

YourStory's flagship startup-tech and leadership conference will return virtually for its 13th edition on October 25-30, 2021. Sign up for updates on TechSparks or to express your interest in partnerships and speaker opportunities here.

For more on TechSparks 2021, click here.

Edited by Kanishk Singh

JUST IN >

ENTERPRISE SOFTWARE >

ENTERPRISE RESOURCE MANAGEMENT >

KUMAR VEMBU >

TECHNOLOGY >

Brands	Topics	Resource Hub	Upcoming Events	Discover	YS Buzz
The CapTable	Practo	Glossary	TechSparks 2025 Bengaluru	List Your Startup	Start your day with impactful startup stories and concise news! All delivered in a quick five-minute read in your inbox.
Al Story	Microsoft	Everything AI		Startup Spotlight	
HerStory	Ola	How-To's		Pitch To Us	
Social Story	Swiggy	Knowledge Base		Browse Startups	Enter your Email Sub-
Enterprise Story	Zomato	Opinion			✓ I hereby consent to the processing of the personal data that I provided and declare my agreement with the data protection regulations in the privacy policy on the website.
YS Life	Uber	Unicorns Of India			
YS Hindi	Delhivery	Fundraising Thermometer			
YS Tamil	Amazon				
	Cred				Advertise with Newsletter 7
	Nykaa				
	View All Topics				
					Follow Us
					X f o d

