

NEWS

Cloud ERP player GOFRUGAL sets shop in Madurai

With over 2,000 SMBs in the town as customers, the company wants to maximise digitisation of retail businesses

By Our Bureau
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Digital transformation technology strategy, digitization and digitalization of business processes and data, optimize and automate operations, customer service management, internet and cloud computing | Photo Credit: NicoElNino

GOFRUGAL, a cloud ERP company with over 30,000 customers in retail, restaurant and distribution in India, is expanding its presence in emerging towns as it launched its first office in Madurai in Tamil Nadu.

The Madurai office will have an employee strength of 90 and the company aims to grow to 150.

With an existing customer base of over 2,000 SMBs in the town, GOFRUGAL aspires to maximise digitisation of retail businesses in Madurai as advanced as their contemporaries in Tier 1 cities through simplified solutions.