

# Business Standard

## Cloud and ERP player Gofrugal to build presence tier-2 cities, rural market

*Sees huge talent pool in this market, along with large base of aspirational businessmen who may want its digital support*

Shine Jacob | [Chennai](#)



premium

Gofrugal, a company that offers cloud and mobile ERP solutions to retail, restaurant and distribution businesses with over 30,000 customers across India, said it is expanding its presence in tier-2 cities and emerging markets and is expected to double its turnover during the current financial year.

“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 Kumar Vembu, chief executive officer and Founder, Gofrugal. He added that the company is expected to double its turnover on the back of rising business.

During the past one year, the company’s customer base increased by around 6,000-7,000.

The firm is expanding its presence in emerging markets with its first office laun

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