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# Retail tech startup GoFrugal opens new office in Madurai

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CHENNAI: GoFrugal, a provider of cloud and mobile ERP solutions to retail, restaurant and distribution businesses, has launched its first office in Madurai to tap the customer potential of southern parts of Tamil Nadu and to leverage growing tech talent in tier 2 and 3 locations.

With a current employee strength of 90 at Madurai, GoFrugal aims at growing its talent pool to 150 in the region. The new office is around 15,000 square feet where more than 150 employees can work. The company also plans to set up a walk-in experiential centre as part of this facility for customers to get a first-hand understanding of a digital store. The company already has around 2,000 small businesses customers in Madurai, and wants to help

Madurai's retailers advance in their digital capabilities.

With a total team size of 350 currently, GoFrugal is looking at doubling this count to 700 in the next 12 months with most hiring from tier 2 markets. The company also wants to be closer to its customers nationally and plans to open offices in Kolkata, Kochi, Noida and other locations in the next six months.

Kumar Vembu, founder and CEO, GoFrugal, says that with large and national retail players now expanding to tier 2 / 3 locations, the local enterprises are keen to go digital to counter competition and this offers a 10x potential for GoFrugal's solutions in the next three years.

"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," he added.

Around 50 of GoFrugal's existing employees have already moved to the new Madurai office, and when asked to choose between Madurai and Chennai office, 60% of this year's campus hires preferred the city.

While the initial impact of the pandemic did slow down business, the tech company has grown almost 60-70% YoY in the last 12 months. "With the planned regional expansion, the growth rate is likely to go over 100%," Vembu said.

GoFrugal offers apps to help owners manage inventory, POS through technology and their solutions also help them understand consumer behaviour. The company addresses the needs of businesses ranging from small independent stores to local chains and large enterprises.