

Success saga of 3 IT entrepreneurs

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INDORE: Three young IT entrepreneurs from the city who started their outsourcing service of software, web and mobile application with three computers in 2003 and now employ more than 100 professionals, will be showcasing their wares in the world's largest trade fair 'Cebit 2011', to be held on Hanover, Germany, from March 1 to 5.

Company's founders Abhishek Pareek, 30, Amit Agrawal, 29 and Kuldeep Kundal, 30, are batch mates from Mandsaur Institute of Technology (MIT). Like any youngster, they started with their jobs after passing out from college.

But they always had a dream of doing something out of the ordinary. After working for about two years, they left their jobs and decided to give shape to a company of their own.

"Initially, we started working in Abhishek's garage with a set-up of only three computers and



■ The three IT entrepreneurs Abhishek Pareek, Amit Agrawal and Kuldeep Kundal.

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did some projects," Kuldeep told *Hindustan Times*.

They used to work from afternoon till the wee hours in the morning. Also, they came across various difficulties like funding and lack of experience but never looked back. "Our parents were bit concerned about us leaving our jobs, but they were always supportive," Amit said.

It was the success of software 'Cyber Eye' which they created which eventually sold.

"At that period internet security at cyber cafes was something that made headlines," said Kuldeep. The software was later marketed by an Australian company and gradually, they started winning projects and did outsourcing while getting accustomed to marketing strategies of the outsourcing world. That in a way helped them develop their networking in European countries and the US.

"It's hard to recollect how it

all built up as a company in seven years," says Kuldeep.

Says Kuldeep, "With a team of 100 professionals at Indore, US and European locations, CIS has perfected its services in five major areas: software development, customer support services, offshore staffing, SEO services and USA nationwide staffing services."

With the company's head office in Indore, the two marketing offices are situated in Sweden and Miliptas (USA). About participating in 'Cebit 2011' along with 20 other companies from the country, Abhishek says, "The fair provides a panoramic view of the digital world's mainstay markets: ICT and telecommunications, digital media also consumer electronics and an international platform for industry current trends, networking and product presentation where around 5,000 exhibitors are taking part this year. It is a golden opportunity for us to showcase our talents, learn from experts and expand network."