

In My Opinion  
Siddharth Reddy, Managing Director,  
BI WORLDWIDE



Entrepreneur of the Month  
Abhijeet Gholap, President & CEO,  
Optra Systems, Inc.

CIO Insights  
Ashish Pachory, CIO,  
Tata Teleservices Ltd.

₹50

PUBLISHED FROM BANGALORE

# siliconindia

WEB DESIGN & DEVELOPMENT SPECIAL

BUSINESS OF TECHNOLOGY

IN THE U.S. & INDIA

MARCH 2015

SILICONINDIA.COM



20 MOST PROMISING  
**WEB DESIGN &  
DEVELOPMENT**  
COMPANIES



# Avani:

The Leader in  
Ever Expanding  
Mobile Enterprise  
Solutions Market

Sameer Kumar Penakalapati,  
Founder, President & CEO

# Madhulata: For this No-Nonsense Web Development Company, Successful Business Development is the Nexus Where Integrity Meets Technology

By Susila Govindaraj

The Indian web development industry is undergoing a profound transformation, thanks in part to the prevailing desire among organizations to become more secure while at the same time provide a stable platform for future growth and improved profitability in today's rapidly evolving market place. Accompanying the rush by traditional retailers to deliver an increasingly robust and sophisticated online experience to their customers, Web development service providers deliver a critical support component aimed, among other things, at streamlining communication, back office admin and management to handle an increasingly sophisticated palette of business requirements, while of course keeping a close eye of the impact of these efforts on the bottom line.

By focusing on the most critical open source platforms, and leveraging sophisticated software engineering and software interface design techniques designed to match up well with client needs, Madhulata Infotech, a no-nonsense web development company, plays a key web development and enterprise support role as its clients navigate through an ever-evolving and demanding online world. In addition to advanced development and management of CMS platforms and technology, featured expertise also includes

the ability to employ cutting-edge technical and business analysis for reverse engineering of enterprise processes intended to ensure the proper marriage of business objectives to the appropriate mix of technology and services.

## At the Intersection of where Integrity Meets Technology

However, Madhulata also firmly believes that successful business relationships best thrive at the intersection of integrity and technology, but that this nexus point

requires a carefully articulated vision. To get there, unlike nearly every other web development company, Madhulata does not pretend to have expertise in every technology under the sun, which is, of course, in essence a one-size-fits-all model. Such an approach inevitably puts web development service providers in a fundamentally unwinnable race to try to offer the hottest new technological flavor of the month.

Madhulata's key insight is that the most successful business relationships with its clients are built on its vision of focusing on being a premier provider of a narrower but much deeper and richer range of web and software development expertise and solutions. "Everybody always says they can do it all," says Managing Director Abhijeet Sandil. "But it is a self-evident truth that nobody wins when you try to be all things to all people."

Madhulata is thus a notable exception in the industry, and its continuing effort to dive much more deeply into a narrower range of technological excellence has helped this top-shelf open source developer earn a stellar reputation among its peers as a company of great integrity, because they are not trying to be everything to everybody. "We strive to learn our client's needs in detail first, in the initial stages," added Sandil. "And we do everything we can to make sure our core expertise matches up well with their requirements. We strongly believe that before we commit to a particular project we need to know we are a really good fit."

The company further understands that their reputation flows directly from this embrace of the importance of bringing a strong commitment to integrity in every project they take on, which is in turn driven at the most basic level by the awareness that is really the only way an organization can ever consistently meet and exceed customer requirements. "That is the only way we can be sure we are successful in the long run," concluded Sandil. "The only way we can be sure both we and our customers thrive is by embracing the importance of integrity in execution and an overarching commitment to excellence as the fundamental principles upon which we approach all of our business relationship."



Abhijeet Sandil,  
 Managing Director