



PDS Infotech (P) Ltd

MAN (under different versions) is one of the most preferred software across the country," he enhances.

SERVING PASSIONATELY



BEYOND DELIVERING QUALITY AND FUNCTIONAL SOFTWARE PRODUCTS, WE ARE ALWAYS THRIVING TO CREATE CLIENT SUCCESS STORIES, SHARES **RANJAN GOENKA**, FOUNDER AND DIRECTOR, PDS INFOTECH PVT LTD

BRACING CHALLENGES

"Aligning to the ever-changing client aspirations and keeping pace with rapidly evolving technology has always been the key challenge and also a great motivation to learn and innovate. By simply listening to our customers and associated stakeholders, we continuously help ourselves in aligning our products and services both in functionality and technology. Competitive products motivate us to keep improving as well," states Goenka.

THE USP

Beyond delivering quality and functional software products, their USP lies in continuous efforts to improve the user experience in terms of product usability, service delivery, sorting of operational issues, easy access problem solving guides/videos among a host of other similar initiatives. "We thrive based on our 'Customer First' focus," he adds.

WORK-LIFE HARMONY

"My life beyond work is all about my family and friends. The people that surround me have always been very supportive of my business adventures. Both professional and personal aspects of my life are very important to me and the work-life balance comes naturally without any additional efforts," avers Goenka.

EMPLOYEE-FRIENDLY MEASURES

"We are an employee friendly organisation and are sensitive to their growth and in rewarding their performance. In our latest initiative, we are working on methods for team members to focus more on optimised outputs. Our transparency is our greatest strength," he confirms.

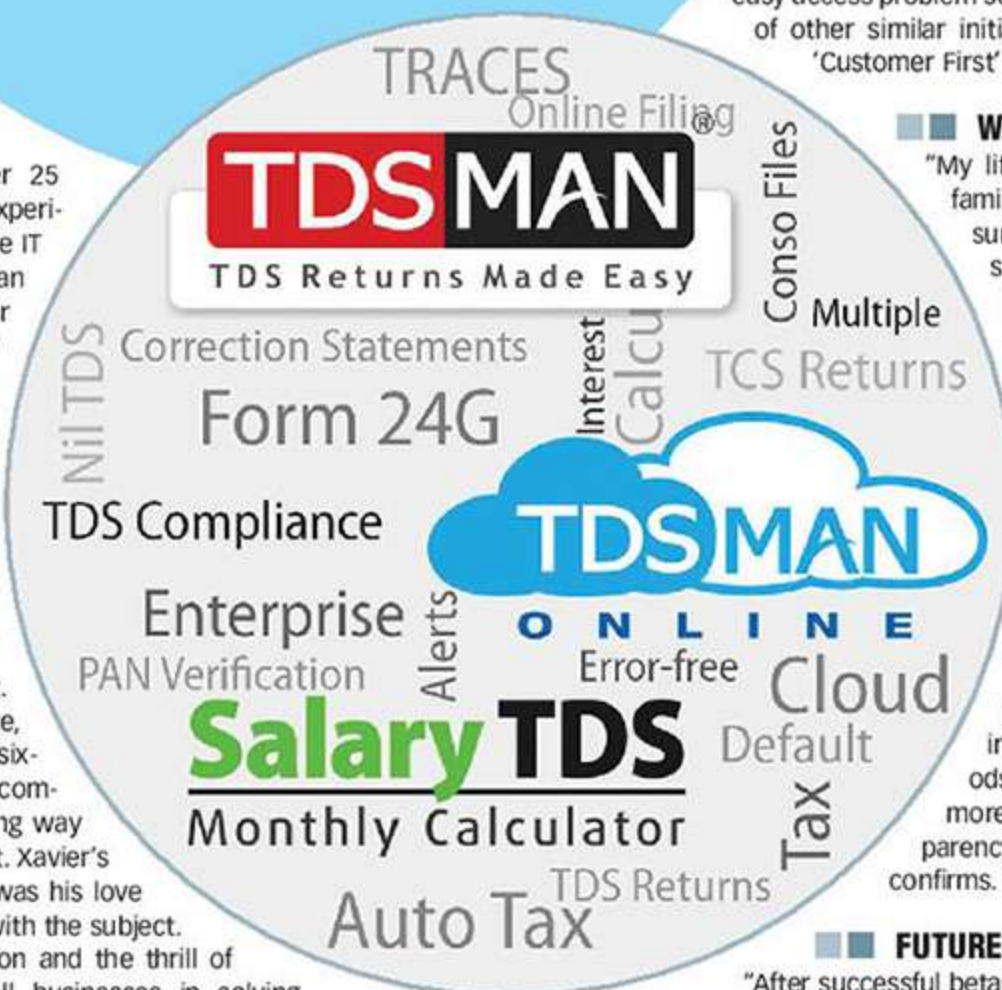
FUTURE PLANS

"After successful beta tests, we have now launched the cloud-based enterprise solution for TDS returns filing. This is ideally suited for large setups with multi-locations and multi-users. We are already in the process to launch more such products in the next two years based around the taxation and accounting eco-system. In the upcoming years, we plan to continue serving more and more clients with our existing and new products," concludes Goenka.

Having over 25 years of experience in the IT industry, Ranjan Goenka, founder and director, PDS Infotech Pvt Ltd completed his schooling from La Martiniere, Kolkata. He was a rank holder B. Com graduate from Calcutta University and a topper at St. Xavier's College, Kolkata. A short six-week course in computer programming way back in 1986 at St. Xavier's College, Kolkata was his love at first instance with the subject. "The sheer passion and the thrill of helping out small businesses in solving basic computation and logical issues ensured that I was here to stay," he shares.

VENTURING OUT

After pursuing basic training in computer programming, he immediately got a break with a couple of challenging software projects which were successfully delivered. "Gradually, I started focussing on ready-to-use business software products. During our long journey, we have built solutions that are and have been market leaders. Currently, in the eco-system of TDS Returns, our product TDS-



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