

## The Times of India

**Title : India's top 30 enterprise software cos worth \$6.2b**

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**Location :**

**MumbaiBangalore:**

**Article Date : 11/10/2014**

Away from the e-commerce euphoria, there's a bunch of Indian software product companies that is bolstering the domestic startup ecosystem with impressive valuations of their own.

The top 30 software product companies -catering largely to businesses (B2B) -have an estimated enterprise valuation of \$6.2 billion (Rs 37,500 crore), according to a new index launched by Bangalore-based software product thinktank, iSpirt, the findings of which were shared with TOI. The list includes the likes of Eka, Pubmatic, Freshdesk, Druva, Zoho and Quick Heal, among others, that have been growing rapidly at a time when most of the spotlight has fallen on the astronomical valuations of a few domestic consumer tech firms.

According to iSpirt's India Software Products Industry Index, as many as 27% of the top 30 most valued companies were headquartered in Bangalore, while 20% were in Delhi NCR, with the remainder spread across Mumbai, Kerala, Pune, Silicon Valley, London and Singapore. Together, these companies -mostly privately held -have 18,250 employees.

About 37% of these companies are bootstrapped, without any institutional funding, and were started in the 1990s and 2000s. Most of the funded companies got growth, rather than early-stage venture financing, unlike the internet tech startups. Just over 50% of the ventures provide end-user business applications in segments such as CRM, trading, business intelligence and banking, while 20% are advertising tech companies, says the report by iSpirt, which was founded last year when some felt the need for a dedicated software product association distinct from IT industry body Nasscom.

“After the IT wave came the internet and e-commerce companies. However, now the value creation will happen in the software product sector. The size of the US market alone for enterprise software products is estimated at \$500 billion, so there is a huge potential for creating many billion-dollar companies in this space,” said Dev Khare, MD of Lightspeed Venture and fellow at iSpirt. He said there is also a huge opportunity to develop India-centric applications and software businesses that leverage on the proliferation of smartphones.

### **RISING STARS**

> The list by software thinktank iSpirt includes Eka, Pubmatic, Freshdesk, Druva, Zoho & Quick Heal

> Up to 27% of the cos have their HQ in Bangalore, while 20% are based in Delhi NCR

> The rest have HQs across Mumbai, Kerala, Pune, Silicon Valley, London and Singapore



> They employ 18,250, with 37% cos bootstrapped (no institutional funding)