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Meet The Frontrunners Of India's B2B Startup Model

By [SiliconIndia](#) | Tuesday, 18 June 2013, 19:53 IST | [1 Comments](#)

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Bangalore: The B2B sector in India has been booming over the recent years. A recent market research in the country showed that the sector has been under steady growth, providing a platform for more business transactions.

However, this growth story has not taken an impressive shape overnight. Among many who have truly contributed to the prospect of B2B sector over the years is Vivek Subramanyam, a techie who was working for an MNC, until his college friend

Anup Pai asked him to join his desi venture, iCreate.

Vivek, as the CEO of iCreate, primarily focused on the region of Business Intelligence and analytics for the banking sector. Today the company is best known for its "Banking Intellisense" software suite and has bagged in many national and international awards like the Red Herring 100 Asia Award in 2010.

Another bellwether who has made his place among the top B2B providers is Kumar Vembu, Founder & CEO, GoFrugal Technologies. Kumar Vembu foresighted the opportunity that underlaid in the Indian retail market sector and inceptioned GoFrugal Technologies that specialized in offering insightful operating and business reports across various sectors.

Under Vembu's leadership, GoFrugal today handles more than 12000 retail and retail distribution businesses that comprise restaurants, pharmacy, supermarkets bakery and the like.

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Apart from Vivek Subramanyam and Kumar Vembu, there are many people like Kishore Mandyam of PK4 Software Technologies who have not only changed the way entrepreneurs look at the growth and scope in business2business sectors in India, but have also laid successful examples.

If you also have a dream of following their path, SiliconIndia's flagship event- Startup City 2013 is the place where you need to be. The event will not only provide you opportunities to meet these real heroes but also make connections and explore the best.

Take a peek:

Startup City 2013


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