



NR Ganti
MD, SQL Star

SQL A Rising Star

SQL Star is a Global IT Solutions and Services enterprise. The company is strategically poised to deliver complete IT solutions and Business Software Developer tools to its customers cost-effectively and consistently

With a two decade pedigree in software training, SQL Star is an organization that understands the stringent requirements of business and is committed to meet those exacting standards. With state-of-the-art development centers in Hyderabad and New Delhi, the SQL engaged itself in developing Business ready Software in India and in San Diego, California, USA. "Our philosophy is loud and clear – to drive technology beyond its limits," says its beaming Managing Director NR Ganti in an exclusive interview with *Mid Cap 400*. Excerpts:

Which factors helped you to register an impressive performance in the last financial year?

All the three SBUs, Knowledge Services, Enterprise Services, eGovernance registered good growth. Our acquisition of US based consulting company was fully integrated with our operations and provided us with a broader set of customers to cross sell our various offerings.

Which have been the thrust areas for SQL Star in the recent times?

All the three SBUs. Mostly in Knowledge Services, strategic resourcing within the Enterprises Services SBU.

What prompted you to go for restructuring of business operation?

To enhance operational efficiencies of various SBUs and leverage the inherent advantages of straddling both sides of the technology space.

What kind of strategies are you adopting for hedging yourself against stronger Rupee?

Enhance operational efficiencies, move up the value chain so you get higher billing rates (strong rupee is a reality and one may as well get used to the fact and prepare for it, rather than look at short term hedging options).

What is your view on this problem? Is it affecting the cost competitiveness of Indian IT industry?

Yes it certainly does, certainly in the short term.

What is your opinion on the current outlook and future of Indian IT industry?

The industry, being very resilient, while fending off the

immediate problem on volumes based strategy, would come up with ways to enhance internal operational efficiency, cut down on bench time, significantly enhance employee productivity and move up the value chain.

Update us about your plans to venture into Tier II and Tier III cities.

We are currently working with lots of engineering colleges with our Education for Employment offerings and we propose to open up satellite offices wherever required in the coming months.

What HR initiatives are you taking to keep the attrition low?

Stock options, good working environment, challenging careers, industry benchmarked compensations etc.

Is there any acquisition in the offing?

Not really.

What is your target turnover for 2010?

In the region of Rs 250 crore.

What kind of risks and challenges are you expecting to meet this target?

Attracting and retaining the right talent.

What is your vision for the company?

To be considered as a leading world class IT/ITES Education Company providing access to the latest and relevant cutting edge technologies. Our mission is to provide the industry with talent that is ready to hit the ground running. Our solutions to our customers would be best in class and delivered efficiently with least costs.

Any message to the investors...

First of all, I would like to thank all of them for the confidence reposed in the management team and for their understanding. I also would like share with them the following: all the three SBUs that we operate in have very high potential for growth; We have a very dedicated and competent team managing the affairs of the company professionally; We constantly strive to add value in our offerings to various customer groups, improve operational efficiencies, move up the value chain and thus enhance the value for all the stakeholders.

I also would urge them to look at our web site regularly.