

PASSIONATELY CURATING READY-TO-USE BUSINESS SOFTWARE

MORE THAN 100,000 TDS RETURNS ARE BEING FILED EACH QUARTER ACROSS INDIA
USING TDSMAN / TDSMAN ONLINE



RANJAN GOENKA
FOUNDER & DIRECTOR
PDS INFOTECH PVT. LTD

In 1986, a six-week course in computer programming at St. Xavier's College (Kolkata) was enough to make Ranjan Goenka fall in love with the subject. "I was in awe of the power of using digital technology and its potential to transform the world. Ever since, I have been privileged to be part of the growth story of the IT Sector. The thrill and the ability to positively impact businesses has been my key motivation for the last 30+ years," he shares.

■ THE JOURNEY

"I was fortunate to get a break immediately after my initial training. These projects were successfully delivered and gave me the confidence to take up recurring opportunities. This formed the foundation for the birth of PDS Infotech Pvt Ltd in 2008," he shares. From the beginning, the company has focussed on building ready-to-use business software products. A variety of software products have been launched and these have been well received. Products like TDSMAN & ChequeMan together enjoy trust with 90,000+ users. In the taxation domain, TDSMAN (available in several variants) enjoys the position of being one of the market leaders.

■ OVERCOMING CHALLENGES

When asked about the challenges faced, Goenka avers, "Keeping pace with technology and exceeding expectations of clients are the key challenges. For us, it is the customer that

forms the fulcrum, around which all the activities revolve. The philosophy is simple for us – if the clients are behind you, challenges can be dealt with. The technological advancements keep us on our toes to learn and innovate. Competition motivates us to keep improving as well."

■ THE USP

PDS Infotech focuses on commitment to quality, service and innovation. "We work hard to keep empowering our clients and their businesses. Our USP lies in putting in continuous efforts to ensure customer success. Even in crisis situations, such as the recent COVID pandemic, our main goal was to minimise any issues faced by clients. Our cloud-based products and active online support helped us manage our customers in a seamless manner. By involving the client in our feedback processes, we have been able to align our products and services better, both functionally and technologically," he states.

■ MANAGING WORK -LIFE BALANCE

"My family and friends make for the most positive and inspiring people in my life. Through the ups and downs of running my business, they've stuck by me and have always celebrated my efforts irrespective of its result. We get extremely creative by spending time together – with a bunch of



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activities including playing board games, watching sports and enjoying quiz shows. Their encouragement makes the work-life balance come naturally to me," says Goenka.

■ PROJECTS IN PIPELINE

"Growth in the market share of existing products is always our top priority. Recently, couple of products have been soft-launched. The first one is a cloud-based enterprise version of TDSMAN Online and is ideally suited for large setups with multiple users and multiple branches/offices. The other is called SalaryTDS which helps employers determine the correct tax deduction for each employee while preparing the monthly payroll. More products in the taxation eco-system are expected to be rolled out," he claims.

■ PATH OF GROWTH

"The Income Tax Department of India through NSDL used to publish statistics on the percentage acceptance of submitted TDS Returns. Our product TDSMAN always remained right on top of the list. With over 100,000 TDS Returns filed each quarter across every corner of the country, the success of the product has been heart-warming for the entire PDS Infotech team. We hope to continue on this path of growth," he shares.

■ EMPLOYEE-FRIENDLY MEASURES

"Each team member is a pillar that supports our journey. We are sensitive to their well-being. As part of our latest initiative, we are working on new strategies to focus more on optimization, leading to efficient out-

come. Our culture is to constantly learn together, support and encourage each other. Our transparency and mutual trust are our greatest strengths," believes Goenka.

■ CSR INITIATIVES

"With my years of experience in business, I try to share my knowledge with young entrepreneurs in their professional journeys. I share thoughts that may curate better products, and most importantly, help them avoid mistakes that I have already suffered for. This has been one of the ways to give back to the community. As member of Rotary International and other similar organisations, we have been regularly making small financial contributions as well," adds Goenka.

■ FIVE YEARS DOWN THE LINE

PDS Infotech will always be working to create client success stories. "In the next five years, we hope to continue serving more and more clients with our existing and new products. We strive to uphold our philosophy – "We can create a positive impact only by being innovative and passionate towards customer success. This is our mantra for consistent growth," he elucidates.

Company URL
www.pdsinfotech.com

Product URLs
www.tdsman.com
www.tdsmanonline.com
www.chequeman.com

