Indus Net Technologies launches 'Indus Net Labs' - the first Digital Acceleration Lab in Kolkata

~ Funded by Indus Net Technologies, the Acceleration Lab will primarily focus on B2B digital technology startups with higher preference to those which will cater to the marketing, financial services, retail and business critical solutions ~

~ Selected deserving start-ups for the three-month acceleration program will rejoice as the program will be devoid of any fees or equity ~

Kolkata 23rd September, 2016: Aligning with the Government of India's 'Startup India' initiative, **Indus Net Technologies,** an innovative IT Service company with unique combination of creativity and technology, has launched today **Kolkata's first Digital Acceleration Lab.** Christened as **Indus Net Labs,** the 1000 sq.ft Acceleration Lab located at the IT hub of Kolkata in Saltlake, is funded by Indus Net Technologies and will primarily focus on B2B digital technology (including SaaS and enterprise software) startups with higher preference to those which will cater to the marketing, financial services, retail and business critical solutions. The Lab will address to the growing need of the technology entrepreneurs and support them with mentorship, industry connections, and investor networking. **Indus Net Labs will offer a three-month acceleration program with several expert mentors** from the industry onboard. **The selected deserving start-ups will find every reason to rejoice since this program will be devoid of any fees or equity associated with it.**

Mr. Abhishek Rungta, CEO, Indus Net Technologies, said "The biggest challenge a b2b tech startup faces in Kolkata is proper time-bound mentoring, guidance and expertise; besides technology support, customer access and marketing / sales engine. This is our attempt to solve the problem, few startups at a time."

Budding entrepreneurs will get access to mentorship by specialized B2B technology entrepreneurs on right strategy, business model, product-market fit, segmentation-positioning-differentiation, marketing plan, sales pitch & process, scaling, understanding of finance, team building, technology guidance, management basics and real-life lessons.

Post completing the basic acceleration program, select entrepreneurs can avail Acceleration+ option based on the requirements and they will also have the opportunity to gain access to Indus Net

Technologies internal resources like development, sales & marketing team, clients and its network partners.

Both the programs are by invitation only. An entrepreneur needs to apply for entry, and only a handful will be selected to be part of the program, based on the criteria laid out by Indus Net Labs.

In Kolkata, currently there is no dedicated acceleration facility for technology ventures. Infrastructure although plays an important role, success of such technology start-ups often depends on sharing of domain-specific venture-specific insights, knowledge, and ideas, and providing the discipline to execute the ideas in an explicit manner. These ventures and ideas need proper mentoring, market access, shared service during their infancy to help them get the product-market fit and Indus Net Labs aims at providing exactly the same.

Mr. Bharat Berlia, CIO, Indus Net Technologies commented, "The focus of Indus Net Labs is to promote promising start-ups from the technological domain and thus creating the right ecosystem for their growth and development. The Lab will provide domain specific programs to the participants to hone their skill to take ahead their ventures in the right direction."

Indus Net Lab is already incubating some product development ventures from within the company, which includes an ERP called **Breeze**, a cloud-based tax filing software called **MakeYourTax** and an online collaboration software called **Collusion.**

Aji Isaac Mathew, CEO, Indus Net Techshu, stated, "Indus Net Technologies has a strong collaboration of domain knowledge on technology and digital marketing and hence these start-ups will get a chance to leverage the expert advice received from one single platform. This initiative will complement our vision of attracting young talents to the field of technology."

About Indus Net Technologies:

Indus Net Technologies, an ISO 9001-2008 company, is a premier Internet Consulting company offering diverse IT services and solutions to organizations around the world. The customized services offered to various clienteles are a combination of creativity and technology. It has offices in more than five global locations and caters to a wide range of enterprise clients, digital agencies and emerging companies across various industry verticals like BFSI, MPE, Travel & hospitality, Education, e-governance in over 40 countries.