

INDIA'S 100 RICHEST

PRICE ₹350  
NOVEMBER-DECEMBER 2023

INDIA

## Forbes



## GUIDING LIGHT

How **Anil Rai Gupta** is building on Havells's first-mover advantage in fast-moving electrical goods in the face of intensifying competition

RANK: 30

NET WORTH (VINOD AND ANIL RAI GUPTA): \$6.7 billion

INNOVATIVE  
BRAND AND LEADERPromptTech  
we make your business grow.

BRAND CONNECT

## PromptTech Global:

Pioneering Innovation and Empowering SMEs for a Tech-Driven Future

PromptTech Global is more than a pioneer; it's a transformative force reshaping entire industries. What truly distinguishes PromptTech Global is its unwavering commitment to catalyzing change and supporting small and medium-sized enterprises (SMEs), leaving an indelible mark on the business landscape. Join us as we explore PromptTech Global's vision, achievements, and innovative ethos—an inspiring presence for the year ahead.

At PromptTech Global, the company envisions becoming the trusted ally of SMEs, guiding them through the dynamic business landscape. PromptTech Global's journey began with the founder's experiences, marked by initial startup setbacks, leading to a mission of revolutionizing SME support. The company specializes in RetailTech, InsurTech, and Business Support Services. A recent groundbreaking innovation involves Generative AI applied to the retail sector, giving birth to an AI-enabled retail ERP system. This innovation allows retailers to converse with their businesses through natural language chatbots, democratizing data-driven decision-making for SMEs and ushering in a new era of transformation.

**Cultivating a Culture of Unbridled Innovation**

At PromptTech Global, nurturing a culture of innovation is ingrained in the company's DNA. The concept of co-ownership among employees is paramount, empowering PromptTech Global to operate as a self-funded bootstrap enterprise. The company's success lies in its commitment to giving its team the freedom to contribute ideas without constraints of hierarchy. This spirit of unbridled innovation serves as the cornerstone of PromptTech Global's achievements, ultimately benefiting SMEs.

**Staying Ahead in the Ever-Evolving RetailTech Landscape**

PromptTech Global excels in RetailTech, emphasizing customizability and affordability. They understand the constraints faced by early-stage businesses due to rigid SaaS platforms. To counter this, PromptTech Global offers customizable solutions that ensure



Aby Abraham

Founder & Executive Director  
PromptTech Global

flexibility without high costs. Their commitment to reliability and affordability aids SMEs and startups, positioning them as a dependable partner for businesses navigating emerging trends and technologies.

**PromptTech Global's Collaborative Journey**

Collaborations have been integral to PromptTech Global's innovation journey. Establishing an R&D division in Silicon Valley and appointing an experienced Chief Technology Officer (CTO) have significantly boosted their innovative efforts. Silicon Valley provides crucial resources, access to top talent, and exposure to emerging technologies. Also, according to PromptTech Global, government-led initiatives in India, such as Startup India and Kerala Startup Mission, have played a vital role in supporting and promoting their growth.

**Measuring Success Through Tangible Outcomes**

PromptTech Global evaluates the success of its innovative initiatives through tangible key performance indicators (KPIs). These encompass metrics such as increased revenue from technology-driven solutions, elevated client satisfaction scores, reduced operational costs, and successful technology integrations with SMEs. These tangible outcomes underscore PromptTech Global's commitment to bridging the gap between businesses and technology, reaffirming its role as a trusted growth partner.

**Leadership Cultivating Creativity and Independence**

PromptTech Global's leadership is dedicated to fostering a culture of creativity and independence. The founder champions the concept of co-ownership among employees, actively encouraging idea-sharing. As a bootstrap company, PromptTech Global places significant emphasis on financial independence and sustainable long-term growth. This approach promotes resourcefulness and innovative problem-solving among employees. Top management empowers the team by granting the freedom to contribute ideas and expertise, thereby fostering a culture of innovation.

**A Glimpse into the Innovative Future**

PromptTech Global is dedicated to empowering SMEs through innovative AI solutions, making AI accessible and affordable for SME businesses globally. Their Generative AI-enabled retail ERP solution bridges technological gaps, positioning PromptTech Global as a crucial tech ally in the small and medium business world.

At PromptTech Global, innovation isn't merely a buzzword; it is the driving force behind the company's dedication to empowering SMEs and revolutionizing the industries it touches. PromptTech Global stands poised for a future where innovation continues to shape the landscape for SMEs and redefine the possibilities of technology.

ISSN 2278-0440



9 772278 044000

Network 18 www.forbesindia.com