

**In My Opinion:** Chetan Maini,  
Mahindra Reva Electric Vehicles

**VC Talk:** Thomas Hyland,  
Aspada Investment Advisors

**10 Most Promising  
Embedded Companies in India**

₹50

PUBLISHED FROM BANGALORE

# siliconindia

BUSINESS OF TECHNOLOGY

IN THE U.S. & INDIA

AUGUST 2013

SILICONINDIA.COM

Company of the Month



Rahul Chawla, CEO,  
In4Velocity Systems

Entrepreneur of the Month



Vijayakumar Radhakrishnan  
Co-founder & President,  
Magzter

Company Spotlight: Mobile



Vishal Chhawchharia, CEO,  
Hidden Brains

Startup of the Month



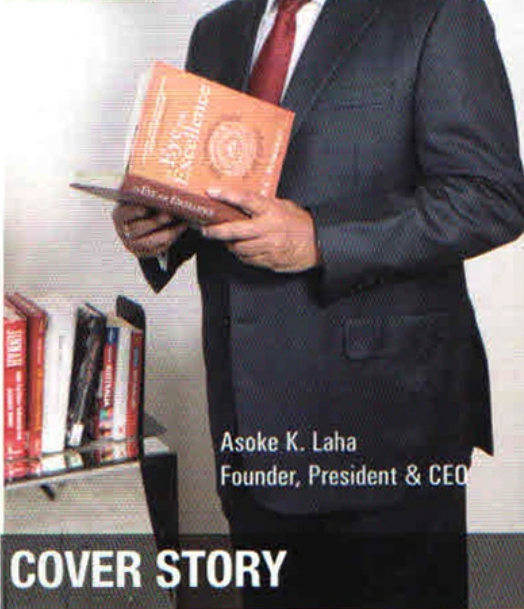
Subodh Patil, Founder & Director,  
Brisa Technologies

InterrallT:  
**PERSEVERING  
TO ACHIEVE GENIUS  
WITH EVERY COMPLETION**

Asoke K. Laha  
Founder, President & CEO

# Contents

16



Asoke K. Laha  
Founder, President & CEO

## COVER STORY

22

ENTREPRENEUR OF THE MONTH

Vijayakumar Radhakrishnan  
Co-founder & President, Magzter



20

Rahul Chewla, CEO,  
In4Velocity Systems

## COMPANY OF THE MONTH



26

Vishal Chhawchharia,  
CEO, Hidden Brains

## COMPANY SPOTLIGHT



## MOST PROMISING EMBEDDED COMPANIES IN INDIA

30



Embedded Systems Solutions:  
Trusted Advisors in  
Embedded Tools Supply  
G.V. Gurunatham  
President & CEO

32



iMicro System:  
Driving the Systems  
with their Embedded Offerings  
Aditya Kumar, Director

33



Redpine Signals:  
Redefining Innovation in the  
Embedded Wireless Space  
Venkat Mattela  
President & CEO

14 [VC Talk]

Watch out for Institutional Investors  
Thomas Hyland,  
Aspada Investment Advisors

## CIO INSIGHTS

34



R. Soundararajan, CIO  
Dr. Batra's Group

35



Mike Patel, CIO & VP  
San Jose Medical Group

36



Sunil Kunders, CIO  
Arvind Lifestyle Brands

38



Sudesh Agarwal, CIO  
Landmark Group

40



Kelly MacPherson, CIO  
Burger King Worldwide

24



Subodh Patil,  
Founder & Director,  
Brisa Technologies

## STARTUP OF THE MONTH

42 [View Point]

Four Lessons to Winning the Talent War  
Sridhar Ramakrishnan, Milibo

44 Innovative ways to Ride on Big data

Raj Sabhlok, ManageEngine

46 'The Internet of Things'  
and Home Automation

Avinash K Gautam, Silvan Innovation Labs

48 Open Source: A Technology Trend  
that keeps Growing

Sunando Banerjee, Openbravo

50 [Startup City]

Mahalife:  
Encouraging Healthcare  
through mHealth  
Joseph Vijayam, CEO,  
Mahalife





# Hidden Brains: Reinforcing the Perspective of Quality in IT

By Vignesh Anantharaj

Indian vendors are creating ripples in the outsourced IT space, especially in mobility as large foreign software organizations face stiff challenges in the form of local companies stealing the thunder of listed outsourcing organizations. The tug of war for mobile app development alone is predicted to be worth \$100 billion. A fact that is in part due to eighty percent of mobile usage originating via native apps as opposed to mobile websites. However, most of the companies who require mobile app deployment today, although well versed in fabricating applications and using the latest web technologies to improve methodologies, still struggle to understand how mobile technology can promote their businesses drastically. Vishal Chhawchharia, CEO of Hidden Brains understood the importance of the link between mobility and business acumen and founded Hidden Brains in 2003 to steer a host of enterprises towards their true potential in IT. Hidden Brains was founded by Chhawchharia to build applications as revenue generation tools, rather than just another application suite. Ahmedabad headquartered Hidden Brains, is today a veteran provider of offshore

software, web & mobile application development and continues to lead a host of enterprises towards their true potential in the web and mobility space.

Since the beginning of the Smartphone boom, IT departments and enterprises have struggled to make peace with the devices' application management, security and software deployment. Hidden Brains strategically realizes three types of requirements from companies. "An application can be used to support customers, as an application that supports a bigger application to increase mobility of their business or simply as a revenue generation tool" says Vishal. Established in 2003 to address the needs of the enterprise in web application development, the company has slowly transformed itself into an expert in mobile application development. Today Hidden Brains have served clients in over 93 countries worldwide in its journey spanning a whole decade especially for the internet of things, enterprise solutions, mobile application solutions and mobile gaming. The difference being that Hidden Brains gets into the new technology way before it is available for the end consumer. Hence the

parameter of time helps the company strategize and understand how the technology can be used as a revenue generation tool for the client. "By this we get more time to understand technologies and its solutions to serve our customers better with new innovative alternatives ideas for their business betterment," adds Vishal.

## Realigning and Reinventing for the Success of the Client

Having worked with close to 1780 customers worldwide directly or with associated partners who vary from small to large enterprises, companies such as CISCO, VISA, Amazon, Mall4Africa swear by the services offered by Hidden Brains. The company sustains clients in a wide portfolio that spans entertainment, enterprise, gaming, social networking and automation. Currently the organization has also ventured into the oil industry as a niche market. A testimony of the prowess of Hidden Brains was when the company enabled access to online payment for a e-commerce portal called MallforAfrica (MFA). Leveraging past experiences in the field, MFA was able to tie up with Sky Bank and VISA Card to solve the client's pain point

of a single convergence for all the financial obligations. The partnership eventually led to customers being able to make payments to MFA through VISA, a first in the Industry, enabled wholly by the expertise of Hidden Brains.

Illustrations of success stories such as Mall for Africa are just the tip of the

meet clients' expectations. Personal and professional qualities are also prime ingredients in client satisfaction and retention. This culture of thought, along with mapping the right technological solutions for different customer's business cases are the practices that allows Hidden Brains to maintain a Jubilant workforce and

“  
**A very transparent system  
to solve practical business  
needs gives Hidden Brains  
the edge over competitors**  
”



Vishal Chhawchharia, CEO

iceberg of Hidden Brains successful deployment of products for clients. The company also goes the extra mile in ensuring security and compliance for clients. The requirement of an NDA (Non Disclosure Agreement) with the client ensures a confidential developmental environment within each project. “This includes discussion discloses - the amount of data needed to be collected, which individual will be authorized to access information, and the possible risks involved,” says Vishal . To keep accountable to the growing global clientele, the organization has shifted its cynosure onto an all-round quality project management to serve customers in the best possible manner, a strategy that is unique to Hidden Brains.

### **A Culture of Strategizing beyond Technology**

Technology alone does not suffice to

clientele. Over the last three years, the company has worked towards being more than just an offshore partner. Many changes in organization processes and recruiting talents from pan India have capacitated Vishal and his team to deliver high quality solutions within strict deadlines. Overall, a very transparent system to solve practical business needs gives Hidden Brains the edge over competitors. All of the extensive attention to be a customer centric organization has helped Hidden Brains reach an appreciable stage in the global scene. The company was conferred with the Aegis Graham Bell Award 2012, in New Delhi for its SmartNet concept. Competing with leaders like Reliance, Infosys, Idea and Cisco to name a few, it was clearly a parable of David and Goliath. Adding another laurel to their list of accomplishments, the

organization was conferred with the World Quality Commitment (WQC 2010), International star award at Paris, France, during the 24th Annual World Quality Commitment convention and recently Hidden Brains has also received an Award from Gujarat Electronics and Software Industries Association (GESIA) for the Best Mobile Development Company in Gujarat.

Moving forward, Hidden Brains looks focused to gain more footholds into automation & control and building development platforms for technology service companies. But more than expanding into new niche markets, Hidden Brains continues to target expanding the technological approach aimed towards better quality. The company's technological strength and a unique “customer centric” approach looks very promising to take Hidden Brains towards bigger stages of innovation and success.