

**H**IS company is almost eight years old now and ranks amongst the largest global services providers of software product lifecycle solutions. With active partnerships with more than 140 software product companies in a wide range of markets, it has seven excellence centres across verticals and about 3,000 people worldwide. Yet, when you ask him for a success *mantra*, he replies humbly saying "At all times, I believe that I am just starting off." And it is this spirit that keeps Rajul Garg, Co-founder and VP Corporate Development, GlobalLogic (formerly Induslogic), motivated for the next target. Ironically, this 1998 graduate from Delhi IIT got interested in entrepreneurship because the technical job market wasn't exciting enough at that time. Prior to co-founding GlobalLogic, Mr Garg was the CEO and Co-founder of Pinelabs, a firm specialising in smart cards.

The foundation of GlobalLogic was laid when four like-minded people came together. "We got together through personal connections. We felt that our skills were complementary and our passions and values very well aligned," Mr Garg recalls. Of course, their coming together was also encouraged by market dynamics. "We felt the market presented the right opportunity in form of engineering products offshore and hence we started the business in spring 2000," he adds.

A success story usually isn't one unless it starts off taking problems head on; some are regulars while others are unique. Soon after Mr Garg and his friends started the company, in 2001, their primary market at



**Rajul Garg,**  
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## Aspiring For Global Dominance Delivering Software Product Lifecycle Solutions

the time – B2B products underwent a major crash. A weak hearted team would have chickened out but not this one. "We had to quickly re-formulate a strategy and get into other product engineering markets. We did this very successfully because we exhibited great teamwork and agility," remarks Mr Garg with pride. It is no surprise that GlobalLogic has today emerged as a global leader in outsourced product development.

It is a fact that we live in an era that's quite suitable for entrepreneurship. But that's not enough. An entrepreneur needs to identify the market requirement and be able to cater to it competitively. That has been the case with Mr Garg and his partners. They had a good business idea to go with the favourable market conditions and they knew how to execute that idea in a better way. "My experience has been that it's 99% execution and implementation, and 1% idea," he says.

Reaching the top in itself is difficult but more difficult is retaining that spot. GlobalLogic plans to build over its position going forward. "We feel very excited about being a global leader in our space and helping accelerate great products to market. Over the next few years, we see ourselves being the dominant company in this market," says Mr Garg. He sees several growth drivers in achieving this; the key ones being expansion into multiple geographies and exploiting some of the rapid growth areas like Web2, mobile, etc. "We would also augment our organic growth with strategic acquisitions that give us niche capabilities," Mr Garg informs. The future seems quite exciting for GlobalLogic and for this man who perceives entrepreneurship as a marathon and not a sprint. "Personally, I believe the focus should be on higher and higher productivity to achieve more," he says. However, while fuelling his professional ambitions, he strongly believes that it is important to achieve a happy work/life balance so that one can continue running!

– NIRANJAN MUDHOLKAR