

CREATING knowledge capital as a business has been his dream. The urge to create intellectual and financial wealth was a major catalyst that drove Darshan Ramniklal Shah to become an entrepreneur. Confident about his ability to create value for clients in the marketplace, he started karROX Technologies Ltd, along with other founder members.

"The training and education industry was in its formative years, and our sense of timing was good for a plunge in this industry. My passion and family background of being educationists also played a pivotal role in the choice of this industry," says Mr Shah, founder of the company. karROX was incorporated with a vision to offer best-in-class IT training and certification programmes. The company's endeavour is to provide resources to the fast growing IT industry. "We believe in making people employable through training and education. It is the need of the hour that consequently leads to a sustainable business proposition," states Mr Shah.

The evolution and progressive nature of the market has taught Mr Shah many lessons. "Each year has been a learning in itself. It has been a mixed bag – a combination of highs and lows – but the learnings have been extremely productive," believes Mr Shah. "The nature of challenges kept changing. Combating each of them and coming out triumphant has been a wonderful feeling. Turbulent times did test our nerves but the lessons learnt have helped us come out stronger from the crisis," proudly declares Mr Shah.



Darshan Ramniklal Shah,
Founder, karROX
Technologies Ltd

Creator Of Future Masterminds Offering IT Training And Certification Programmes

Some of the challenges the company faced were lack of financial resources, keeping pace with technology, attracting quality talent and retaining them. karROX, as a brand, was in its infancy and yet to be recognised as a prominent player in the field of education and training. His game plan to overcome these challenges can be summarised as – focus backed by the courage of conviction and total confidence in his team. The technical challenge was mitigated through tie-ups with technology giants and backed by innovative financial reengineering.

"Teaching 250000 students and adding new business verticals each year has been a milestone for us," he affirms. karROX being recognised as a brand through its overseas operations is a recent feather in his cap.

"Our success mantra is to have innovative revenue models year after year, thereby helping us chalk out the growth trajectory successfully. Execution has been a key element which ensures that strategy is translated to actions."

Mr Shah is optimistic about the company's growth. "We have an overall plan to be among the list of top 3 respected organisations in the training and education space. We believe that the building blocks have been established and goal setting has been done with a view to create a risk free business model wherein the addition of new verticals has indeed resulted in scale, size and reach," asserts Mr Shah.

For entrepreneurs he extends his advice, "Before deciding to start your own business, you should evaluate your potential to add value to the marketplace. Do they have the ability and patience to connect with the end customer and serve them with what they want with an inherent value proposition?" Entrepreneurs need to be revolutionary if they are here for wealth creation, he signs off.

– JUHI SHRIVASTAVA