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Ohh Yeah :)

Sriram Manoharan





Interview with Sriram Manoharan - Co-founder at Contus

#1. Tell us About Yourself?

I co-founded **Contus** in the year 2008 which is now a leading Mobile, Cloud and Web Solutions Company. Since then I am the Managing Director of the organization. After graduating from the Loyola College, Chennai, India, I worked in various organizations for about 10+ years as an innovative and seasonal IT professional. To become an entrepreneur was my dream since college days and I am happy to have accomplished it. I am passionate and persistent in keeping up with changing trends in my industry.

#2. When did you first started your Entrepreneurial Journey?

Before inception of Contus, I had 10+ years of experience as an IT professional with a varied background in technical support, pre-sales, outsourcing assistance in international business development, IT infrastructure, and transition and implementation for some major projects. I have been into operations and project management by exploring and spreading out with fortune 500 clients such as Gartner, Cisco, Maersk and Netgear with companies such as TCS, Wipro and IBM.

My role as MD and Chief Business Development Officer (CBDO) of Contus is to guide the corporation towards \$25+ million in terms of revenue by the end of the year 2015 with immense market share in products and services around Mobile Enterprise Application Platform Services (MEAPS) and other Web Products. Also, as a MD I greatly

feel responsible in constantly observing the work environment of our employees and constantly updating ourselves to the changing trends.

#3. Who do you consider as an Ideal or Mentor that helped you in your career?

I always have followed my instincts. I never had one single mentor but I had got mentored by many. I learn from my surroundings, my friends and every influential person I meet. Thus I can narrow down the mentor column to one single person. However, I take this opportunity to thank everyone who helped me and motivated me in shaping up my career and in reaching this heights. Your help and support is always needed.

#4. What's that one key point that brings you progress in your entrepreneurship?

The main key point that brings progress in my entrepreneurship is passion and persistence. These two are so much interrelated. I always believed to achieve in something you need to be passionate about it and have persistence in achieving it. Only these two qualities had brought me to the heights I am today. These two words are the success mantra which I share with my employees too. I always want my employees to be passionate about their work and do everything with persistence.

#5. When did you first come up with the idea? Walk us through it.

I am proud to claim myself as an Entrepreneur because that's what I always wanted to be since my college days. Before college days, I wanted to play for my country in badminton sport. I was doing well in that. Unfortunately I had an accident which left me with a serious knee injury and forced me quit the game forever. From then on I had a new aim – the aim of becoming an entrepreneur. Well, I didn't just sit there day dreaming and aiming. I worked towards actually achieving it. I along with by 6 of my close friends started Contus in Feb 2008 with 2 people on board and few other motivated people. Now we have 7 people on board in the management and 200 other employees. I have to say that this is the best thing happened to me in my career.

#6. Tell us about your Startup? What are you trying to accomplish? What is unique about your startup?

Contus is a major Mobility, Cloud, and Web Solutions Company. Primary services provided by my organization are Mobile App Development along with Web Application Development and Mobile Apps Testing. We have developed and delivered few hundreds of mobile apps in multiple platforms like iOS, Android and Windows. We've been delivering pioneering solutions through our products and services for our varied clients in more than 40+ countries since 2008. We operate from India (Chennai) and USA (San Jose) which allows our clients to work with us successfully at ease. Contus has a strong team of 200+ skilled and experienced technology engineers, app developers and experts, which provides a great advantage to our clients on scale, cost, and geography.

We are aiming to deliver more and more effective products and solutions to our clients consistently. We made an unique stage for us in this competitive world by 1000+ projects, 300+ apps and with 5+ years of persistent experience.

#7. What are your biggest challenges right now?

There are many day to day challenges in my industry in fact challenges are part and parcel of any industry. If a new OS version is released then it is a challenge, if an OS version fails then again it is a challenge for mobile app development. Similarly if one OS booms and other gets lagged again developers of the latter will be in critical position since we develop apps for all the three major mobile operating systems. As of anticipating challenges, I would certainly be affirmative in my response to it. Change is the order of the day and only change is inevitable. Although, we can't decide about drastic changes I do expect changes to happen every now and then. For instance iOS7 release caused a dire change in the app development mentality of iOS developers. It in fact made them re discover and ponder about new ideas for apps.

#8. Where would you like to be in the next 5 years? Financially and personally.

As I have mentioned previously, I see my company moving towards \$25+ million revenue within next 5 years. I also anticipate our organization to hold immense market share in services and products around Mobile Enterprise Application Platform Services (MEAPS) and other Web Products. My organization is well recognized with in India and

few other nations and we also have won awards for best start-ups with in India we wish to continue this and be triumphant in global awards too.

My passion and profession both lies within this company and I would personally put my best foot forward to bring out the best of myself and every other employee and my fellow managerial members in achieving the above mentioned target.

#9. What is something else about you and your business that we didn't ask?

I would like to let you know about our firm's success story till now since it is something which I cherish in my heart forever. We started with 30 motivated people now we have a large team of 200+ employees who are persistent and dedicated. In the past 5+ years we have managed to develop 300+ mobile apps that are delivered across various nations. We are also successful in servicing clients from 40+ countries.

The various gems in our crown are the NASSCOM membership and also the revered CII membership. Apart from other laurels some of our very noteworthy achievements are winning the Top 10 eCommerce start-ups in the year 2011, being awarded as one of the Top 10 SMEs in India by Google and the Federation of Indian Chambers of Commerce and Industry (FICCI) in the year 2013.

#10. What do you think about Plorez? Any feedback or suggestions.

Plorez seems to be an innovative and effective site where news and information about major topics like business, social media, start-ups and marketing are discussed. It is highly informative and the concept of posting interviews of various entrepreneurs is very inspiring and constructive. The fact that the founder of Plorez is an 18 year old Indian makes me feel proud and happy. This site and the whole venture is simply awesome and is capable of reaching great heights. Good Luck!

Connect with Sriram:

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Twitter Username: <https://twitter.com/srirammano>

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