

Kumar Vembu

Kumar Vembu, the Founder & CEO of GoFrugal wanted to serve the Indian market way back in 2004, influenced by the India Shining campaign. Indian Retail market & automation in retail was at its infancy at that time & as most of the retailers were using DOS software with minimum functionality, the reach of software vendors were limited. Retail seemed to be a low hanging fruit.

With no experience in retailing, Kumar envisioned GoFrugal products which evolved by understanding & addressing retailers challenges & their pain points. Digitising the customers business to bring happiness at end of their business day was the ultimate goal.

Kumar Vembu also co-founded Zoho Corporation and was the President & COO of the company from its inception since the end of 2004. He has more than 25+ years of experience in solution architecture, software engineering, product management in embedded systems, telecom & data networking, network management, retail & supply chain management. Prior to Zoho Corporation, Kumar co-founded Vembu Systems.

Earlier in his career, Kumar has worked in the USA for Qualcomm & Intel Corporation and in India for HCL - Hewlett Packard and the TeNet group, IIT Madras. Kumar completed his B.E in Electronics and Communication from A.C. College of Engineering and Technology, Karaikudi.