



RANJAN GOENKA
DIRECTOR

PDS INFOTECH PVT LTD, A KOLKATA BASED COMPANY, HAS ESTABLISHED ITSELF AS A SKILLED DEVELOPER OF READY-TO-USE SOFTWARE PRODUCTS IN THE AREA OF BUSINESS APPLICATIONS

Two of the most valued products of PDS Infotech Pvt Ltd, namely TDSMAN (Software for preparing TDS Returns) and ChequeMan (Cheque Printing Software), has a combined base of over 70,000 users across India. Shares Ranjan Goenka, director of the organisation and a member of Rotary Central Calcutta. "Our user family is growing each year and around four lakh TDS Returns that are filed annually is being generated through TDS-MAN. The product was primarily targeted for the SME segment, however, our clients also include government and large format clients across most segments," he adds.

TAKING ON CHALLENGES

As per Goenka's observation, in case of TDS returns, minor errors lead to default and penalty notices, and dependence on external professionals often becomes a pain for SMEs. "One needs to be updated with statutory changes that are regularly announced. In case of receiving a default notice, rectification of the same is always a challenge," points Goenka.

CORE COMPETENCIES

According to Goenka, the strength of the organisation lies in its vibrant customer helpdesk backed up a highly responsive development team. The software is designed keeping in mind user experience which enables most of them to prepare TDS Returns without professional assistance.

THE JOURNEY SO FAR

While TDSMAN enjoys an extensive reach

across India, it takes pride in being able to establish credible presence in Andaman, Arunachal Pradesh, Lakshadweep, Kashmir, Mizoram, etc. Apart from the SMEs and professionals, some of its users include Price Waterhouse, E&Y, Insurance Companies, Banks, Ola, multiple Ministries of Union and State Governments, Municipal Corporations, Electricity Distribution Companies, etc. All this has been achieved with the power of digital and focussed customer alignment, affirms the director.

FUTURE VISION

Recently, the team has launched the cloud based SAAS model for preparing TDS Return online, which has been received well. "We'd be soon launching the enterprise solution that would help multi-location organisations for better adherence of tax compliances and subsequently improving on the service delivery to their stakeholders," avers Goenka. The focus right now is on aggressive marketing within India to have wider reach in terms of customer connect. Further, very soon ChequeMan would be introduced in the Gulf countries like UAE, Oman and Bahrain among others.

TOUCHING LIVES

Ranjan Goenka has joined Rotary Central Calcutta only in July 2019. Before venturing into his profession, he was part of the Leo Club and has served as the club president and subsequently as the District secretary. Thereafter, he has been regularly contributing to quite a few service oriented organisations and NGOs who are trying to

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