

si STARTUPS OF THE YEAR 2014

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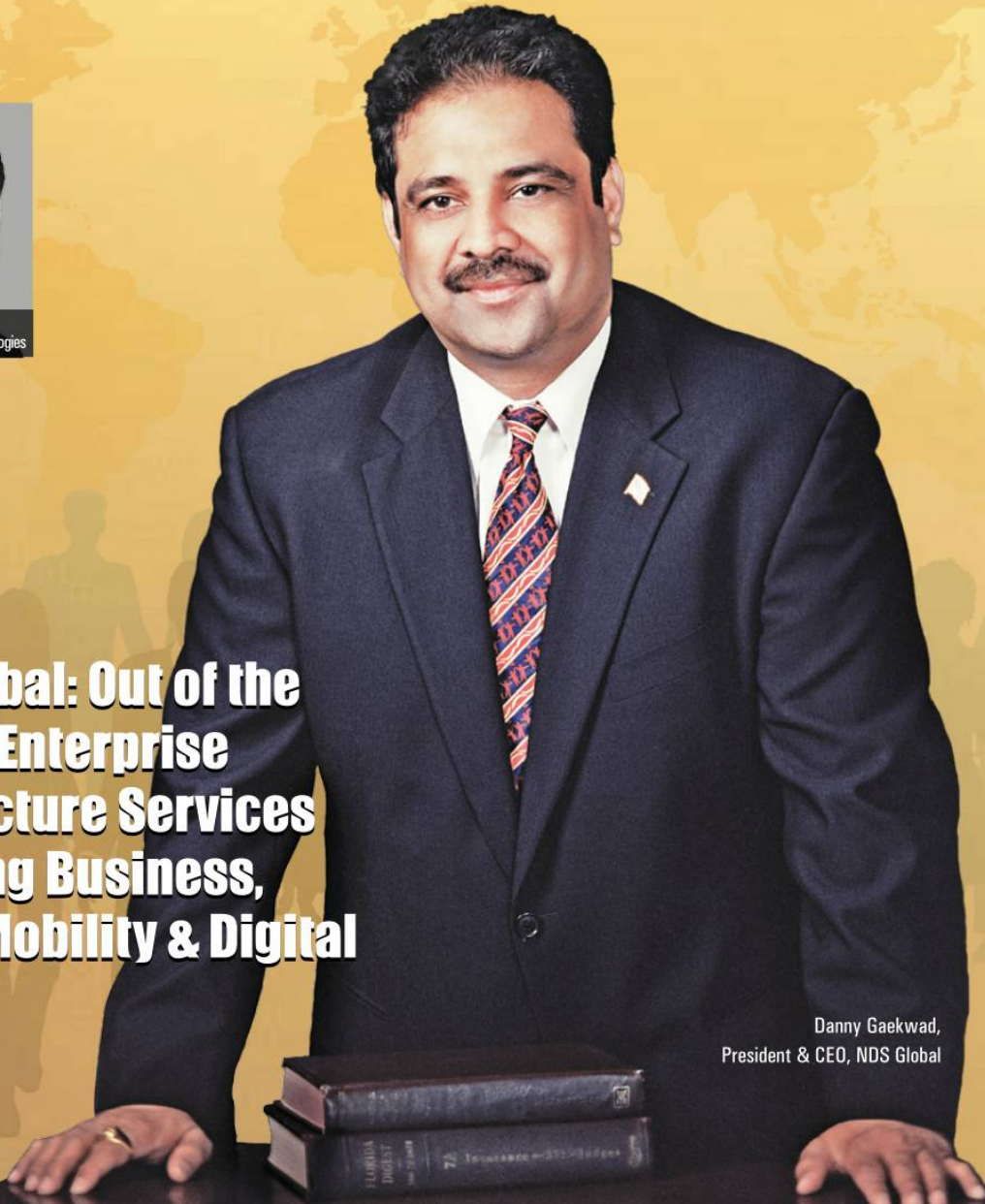
Company Spotlight



Sharoon Shamsuddin,
Founder & CEO, ISYX Technologies

**NDS Global: Out of the
League Enterprise
Architecture Services
spanning Business,
Cloud, Mobility & Digital**

Danny Gaekwad,
President & CEO, NDS Global



Mind Digital Group: Global Experience to Help Achieve High Quality & Cost-effective Development Solutions

By Kavitha G

While the Indian market presents diversified opportunities for Indian companies to jumpstart businesses, it also throws an equally daunting challenge for an outside entrepreneur. According to the World Bank's Ease of Doing Business Survey (2013), India was ranked 134 out of 183 countries. Understanding the unfamiliar laws becomes the bane of foreign businesses and so is the language barrier. But the anecdote of the business tycoon Yusuf Javed is a bit twisted. The inherited and embraced cultural and business values not only made him effortlessly move beyond all these botherations, but also



Focal Point

Solutions/Services:

- Website Design & Development
- Offshore Development
- Mobile Development, Apps & Marketing
- Digital Marketing
- SEO
- Paid Search (PPC)
- Display Advertising
- Social Media
- Salesforce Development & Consulting
- Bespoke Software Applications

Clients: National Youth Orchestra of Great Britain, 1-800 Flowers, Store99, The Building Centre London, CloudSocius, Pink Eskimos, Study By Janak, Gravity Force & many more.

Offices: New York, London & New Delhi

assisted him in incepting an independent global digital agency named Mind Digital Group (MDG) without a hitch. The rich experience and expertise seized from working with the top global companies in the U.S. and UK laid a firm foundation to this one-year old company which now stands rubbing shoulders with other top brands of the world.

One of the predicaments for any start-up is to reach customer demands and annex them towards its business. Yusuf knows the ropes when it comes to business and has been successful in implanting the same in his brain child, MDG. Engineered to surpass clients expectations, the company today stands as a global partner for companies who are in a dire need of comprehensive for onshore & offshore web development and digital marketing solutions. The team of creative and digital savvy employees at MDG assist clients to help them ascertain a superior online presence through digital marketing and

Management

Yusuf Javed, Founder & Director

Yusuf is a seasoned management executive and is well-known for his proficiencies in building teams, strategic planning and direct sales. He has more than 8 years of experience in online marketing (SEO, PPC, Social Media & Display Media) and Development (Web, Mobile, CRM). Yusuf has worked with top brands across the globe such as British Airways, Sony Electronics, Ferrari Motors, Martha Stewart and many more.



development across both web and mobile. This is all backed by world-class rigorous testing and transparent working solutions.

Mind Digital Group is not just another web development company but also vests its expertise in other realms such as Salesforce development, mobile & application development as well as digital marketing services. Branded as a full service global digital agency & consultancy, this organization also serves as an enduring partner for clients to help them manage their multi-lingual PPC, SEO, Social Media and Display Media campaigns across the globe.

Not a Cake-Walk

Starting up a business is never a cake-walk. Just thinking out of the box is not enough to create a unique business model. Conquering market hurdles also becomes crucial for a business to mushroom into a

successful business empire. MDG dives deep into those creative minds and puts forth a launch pad for businesses to kick-off their services. With a team of advisors, industry experts and investors, MDG guides clients on how to foster innovative ideas, run their business and succeed in the ever-changing landscape.

Being the founder of a startup requires an even deeper focus on the company's vision and the ability to build a team that stays focused on that goal. "We look out for the right talent. Many of our hires in our New York, London and New Delhi offices have been directly through existing staff referrals. We offer a fun work environment with great benefits such as catered food, video gaming areas at work, snacks, team outings which all help to make it a great place to work. In addition, we provide our staff the ability to give their own innovative ideas that help the company which allows us to encourage innovation

and enforce positive changes which we can all benefit from. We want our employees to feel at home as much as possible and give them a good work/life balance which is very important. We are hiring across all areas due to our aggressive growth plans and our recent new business wins which have been a testament of the results we are achieving for our clients and partner agencies," affirms Yusuf Javed, Founder & Director at Mind Digital Group.

The western culture is embedded in the ambience of this organization due to the background of Mr. Yusuf as he grew up in America and has worked in top global organizations in both New York and London. This helps the company stand out from the crowd within the IT space. With more than 30 employees under its stewardship, this global company looks forward to multiply and strengthen its workforce by leaps and bounds in the upcoming months. 