Nasscom builds e-database of product firms

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Finding the right technology product firm or solution could be a tough challenge for angels, private equity players and others in the start-up ecosystem. The Nasscom is building an online platform where the ecosystem partners can find the right candidate for their next investment or partnership, or for buying a product.

The National Association of Software and Services Companies has hired a few consultants to build the database that can be accessible free by whoever wants to dig in.

Online resource

The online resource http://productsmade.in provides information on firms that focuses on different areas such as Big Data and analytics, Internet of Things, financial technologies, healthcare IT and security. It also divides firms across different verticals such as BFSI, telecom, government, manufacturing, IT and IT-enabled services. "Discovering the suitable product or a firm is very tough in the absence of proper information. Identifying this problem, Nasscom is collecting relevant information. The idea is to present a broad technology product landscape in the country," Ravi Gururaj, Chairman of Nasscom's Product Council, told *BusinessLine* here.

Ravi, a serial entrepreneur and investor, was here in connection with Nasscom's Product Conclave. The association will vet the companies and screen them based on the quality of their products, revenue and a few other parameters. "It is not open to all and firms are not allowed to post their own data. Firms can send their applications to us for consideration," he said.