

# Certificate

This is to certify that

M/s **MAIA Intelligence Pvt. Ltd.**

has been rated amongst the Top 100 Small Businesses of the Year 2011.



**Gaurav Marya**  
President, Franchise India Holdings Limited



Inaugural Issue

**100 SMALL  
BUSINESS  
OF THE YEAR 2011**  
100 Best Small businesses & Entrepreneurs

**FRANCHISE INDIA**  
Empowering Change Since 1999

# ENTREPRENEUR

India's Small Business Magazine

## CONCEPTION

Companies are accumulating information all the time, sometimes much more than they can manage and to fill this gap Sanjay Mehta and his friends in 2006 set up MAIA Intelligence, a business intelligence product company.

## THE MODEL

MAIA Intelligence offers products in BI space based on innovative technology powered by a robust Microsoft stack with highly experienced technocrat team. Its flagship product 1KEY Agile BI Suite, a comprehensive, single layer, ground-up built, interoperable easy-to-use, caters to the demand of all users (strategic, tactical and operational), small, medium or large corporate, all industry verticals in India and abroad.

## FROM SEED FUND TO FUNDING

At the initial stage of his business, the entrepreneur got help from his family, friends and few angel investors. Within 3 years of his venture, he and his team witnessed the break-even point of investment.

## SUCCESS STRATEGY

- Keeping a conscious strategy to focus on R&D and marketing of the products and enable partners to fulfill demand
- Planning to widen the partner base and to expand the market for its products

## GROWTH & EXPANSION

The company has seen tremendous growth in terms of number of customers and number of its 1KEY BI software users.

## MAIA INTELLIGENCE

# Business Intelligence Deals

TAKE ON JUNOON, JUGAAD AND LUCK

I would believe in Junoon to make my own Luck which may not necessarily be Jugaad.



## SNAPSHOT

**Founder:** Sanjay Mehta  
**Age:** 39, **Year of Inception:** 2006 **City:** Mumbai,  
**Number of Employees:** 35  
**Awards/Recognitions:** Microsoft's ISV Innovation Award 2010 Winner