

"My dream is to create products for the largest untapped market in the world—India"

Sanjay Mehta is CEO, MAIA Intelligence, a fast-growing company that is into developing powerful Business Intelligence reporting and analysis products.



Sanjay Mehta, CEO,
MAIA Intelligence

The Indian market is about a lot of people consuming technology in small portions.

But even those add up to a lot. Indians surely are users of technology, but we cannot copy what the West does or the way it works. What India needs are technology products that are simple to purchase, do not cost the earth and have relevant features.

My dream is to create products for this largest untapped market in the world.

I had a dream of driving one company, which could take up the challenge to create a successful IP (intellectual property) brand in the software products arena, which is a less explored area by Indian software majors, especially in the enterprise

application space. And today, I would say I have so far been successful.

I remember a time in the 90s when CEOs or MDs of many firms used to query the need for e-mail in the company. They used to think that if they could survive and do business without using e-mail, so could the other employees of the company. Suddenly, in a decade, we all witnessed how this small application called e-mail has transformed the way we communicate. We anticipate a similar situation happening with BI application tools also, which, as per my perception, is following a trajectory leading to an explosion that may find adoption at a mass level. **IT**

As told to:

Vandana Sharma