WF Vision
Empower millions to earn family-supporting wages, transforming them and their future generations to live a life of dignity

WF Mission
Create 10M respectful jobs and upskill 25M to family-supporting wage jobs in ten years, across 20-25 emerging economies

Wadhwnani Advantage
Founded in 2019

Catalyze SME Ecosystems
Wadhwani Advantage What Do We Do?

We up-skill you to lead and manage better to grow your enterprise and ecosystem faster

Diagnose • Transform Empower

Your Benefits
Specialized Skills and Operating Management, Better Competitive Position of your enterprise

Our Benefit
Net New Job Generation

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Wadhwani Advantage: What do we offer?

- Business Diagnostic Assessment and Transformation Plan based on a KPI Based Automated Tool facilitated by WA team
- Business Plan ‘Do-It-Yourself’ Tool, facilitated by WA team
- 50+ analytic decision making support tools
- Power BI Dashboards for real-time monitoring of KPIs and tracking of the transformation plan
- Recommendations of curated advisors to execute transformation plans
- Program Management Office (PMO) to help SMEs and advisors manage the transformation plans successfully
Help SMBs with low and high-touch interventions, to diagnose, recommend and implement transformative actions, to accelerate their revenue growth and transform their ecosystems.

**WA Assisted Model for SMBs > $10M Revenue:**

We help you transform with knowledge, network resources

We help you diagnose

We recommend

We help you source and select right curated external advisor at low-bono rates

Advisor implements

We project manage the implementation
Simplified SME Journey

Discovery & Insight (D&I) Phase

 Selected SME

WA Team/Niiti Consulting

KPI Led Diagnosis
WA Team/Advisors

Strategic Business Planning
WA Team/Advisors

Implement Dashboard
WA Team

PMO & Cadence Setup
WA Team

Implementation Phase

SME PMO Success
WA Team

SMEs may choose to choose conduct the implementation/transformation charter on their own.

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Wadhwani Advantage: Why Us?

- Only pioneering program in the world that blends empowerment, consulting and practical hand-holding support
- Only program that offers talent as an extension of SME Founder/CEO/MD office
- Only program that catalyses SME ecosystems, not solves consulting mandates
- Only program that selects SMEs with a capitalist lens and executes with social lens of creating employment
- Only program that productises consulting advice for SMEs
- Only program that co-creates value leveraging available expertise of advisors
- Only pro bono program of its kind, with high quality offerings
- Hand-picked talent from top-notch professional firms
- Customer Satisfaction, Net Promoter Score (NPS) of 73 (Global benchmark for excellence is 50)
- Consultants and external advisors who care for the business and its objectives
- Implementation and Outcome focused
Wadhwani Advantage  
**Our Impact**

Presence in 20 countries across the three continents of Asia, Africa, Latin America and US

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| **1,000** | **73** | **70** | **2-10X** | **15,000** |
| SMEs | Net Promoter Score | Types of Problems Solved | SME Revenue Growth in 5 years | Employees Impacted |

| **25** | **50** | **260+** | **80** | **300+** |
| Industries | Pan India Locations | Advisors/ Consultants speaking your language | Staff | Human Years of Experience |

| **60+** | **1,000+** | **100+** | **30** | **50%** |
| Discovery and Solution Automated Tools | Videos/ Articles/ Master Classes/ Case Studies | Digital Webinars | Partners | Diversity Ratio |

Create Jobs • Change Lives • Scale Impact

**APPLY NOW**

Register on Platform NOW

© Wadhwani Advantage
Wadhwani Advantage Industries and Locations (II)

Pharma, Chemicals & Materials

Textiles and Apparel

~50 Locations Served

APPLY NOW
Register on Platform NOW

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What Do Our SME Clients Say?

“The Wadhwani Advantage Discovery Process made us understand the huge potential of Sales & Marketing. As a result, we are targeting a 40% annual growth”
- Kunal Pandit, Eureka Industrial Equipment Pvt. Ltd.

“Under the Wadhwani Advantage program, we got access to specialist business consultants who advised us on how to improve our processes and provided us with knowledge resources which proved to be helpful in our business”
- Chaitanya Agrawal, Cranex Ltd

“The Wadhwani Advantage Discovery Process helped us identify and work upon 4 key areas of improvement – HR, Recruitment, User Experience and Testing”
- Sriram Kanuri, Arteria Technologies Pvt Ltd.

“I am amazed at how sincerely the Wadhwani Advantage team addressed our issues, spending time and taking utmost interest in our problems”
- Nazeem Abdulla, Naico ITS

“The Wadhwani Advantage team provided us with a renewed export strategy focus towards our big markets of Africa & Middle East which helped in converting our plans into actual results”
- Raghunandan Jagdish, Kandan GSE

“Our interactions with Wadhwani Advantage were an eye-opener, especially the discovery call with the consultant and the resultant in-depth analysis of my business”
- Krishna Shukla, Hind Global Exim LLP

“If Wadhwani Advantage was not there, we would not have ‘Accelerated’. It would have taken us 3-years instead of 3-months to make the changes”
- Dr. Ramnath Babu, Co-founder & Director, SpOvum Technologies Pvt Ltd.

“Wadhwani Advantage gives you access to talent and wisdom. Every SME should take advantage of Wadhwani Advantage”
- Pankaj Navani, Binsar Farms

“SMEs need to run business in a sustainable manner. This is where Wadhwani Advantage adds value by helping them to grow and scale”
- Sahasranam Krishnan, Cimtrix Systems

“It’s your Advantage

“Wadhwani Advantage has wonderful programs to scale organizations and can be helpful to SMEs in growing their business”
- Pradeep Narkhede, XcelLance Medical Technologies Pvt. Ltd.

“I find the Wadhwani Advantage program to be very useful. Their team gets to know exactly how we operate, what our problems are and then works to provide us with solutions”
- Nandlal Khatan, Pune Techtrol Pvt. Ltd.

“I would like to thank Wadhwani Advantage as their consultants did a wonderful job in identifying and understanding our problems, esp. in the HR field”
- Nazeer Peerumohammed, Naico ITS

“Wadhwani Advantage team identified pain areas, gave assignments, coached and followed-up, due to which we saw an increase in profitability and productivity”
- Sadanand Deshpande, RVC Supply Chain Solutions P. Ltd.

... and many more

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Wadhwani Foundation Leadership

Dr Romesh Wadhwani
Founder and Chairman

- Silicon Valley entrepreneur and philanthropist
- Until 1999, built three successful companies, the last of which was exited at over $9 billion
- Founding Chairman and CEO of $3.5 billion Symphony Technology Group
- Founder and Chairman of Wadhwani Foundation (2003)
- Founding Chairman of enterprise AI software firm Symphony AI (2017)
- Founding Chairman of AI life sciences firm ConcertAI (2017)
- Founding Chairman of SAIGroup investment firm (2021)
- Member of the Gates Buffet Giving Pledge
- Padma Shri 2020 awardee
- President Obama appointee to the Board of Trustees of the John. F. Kennedy Center
- Board Member of Center for Strategic and International Studies, Washington, D.C.

Dr Ajay Kela
President and CEO

- Dr Kela leads the Foundation’s initiatives globally and is driving its expansion across Asia, Africa and Latin America.
- Expanded Foundation’s initiatives across 20 countries and enabled over $100M of Govt. investment during the past eight years
- Scaled startup Symphony Services to $175M with eventual exit at $780M
- Grew AutoCAD business from $170M to $850M during 10 years at Autodesk
- PhD research on computer graphics lead to multi-million dollar products at GE and Autodesk
- B-Tech, IIT Bombay, India and Ph.D from University of Rochester, USA

Sanjay Shah
Chief Operating Officer, India/SE Asia

- Sanjay heads the India/SEA operations of the Wadhwani Foundation.
- Over three decades of experience in founding and steering software product companies to the global market
- Founded Zapty, Instavans Logistics, Skelta, Everest Software and Accel Computers, some of which were successfully acquired
- Last stint was with iManage as its Managing Director for Asia responsible for business development of its solutions in Asia
- On the board of Sasksen Technologies and Instavans Logistics as an Independent Director, and on the advisory board of Avo Automation
- Member of iSpirt (Indian Software Product Industry Round Table), Young President's Organization, and currently on the board of the Bangalore chapter
- M.S. in Computer Science from Virginia Tech and a B.Tech in Aeronautical Engineering from IIT, Bombay

Samir Sathe
EVP, Wadhwani Advantage

- Samir leads the Wadhwani Advantage program in India, Egypt and provides global mentorship, focused on empowering small businesses with management capabilities and accelerating small business revenue and job growth. Since 2019, the program has helped ~600 SMEs adding over 5,000 employees in India, with Net Promoter Score of 73. In addition, he leads the effort of Academy in building over 50+ “Do-it-Yourself” consulting tools. He also leads Talent Acquisition function at the Foundation.
- Has 30 years of experience in India, Asia, Middle East, Hong Kong, Singapore, UK, and US in doing change management.
- An author of over 40+ articles in reputed Indian and International publications; he is a speaker at several recognized fora and platforms.
- Samir is a disruptive thought leader and practitioner of management science, to bring about systemic change in entrepreneurial leadership.
- Is a recipient of 2 awards, ‘Brand Impact Award’ by Indian Achievers’ Forum and ‘Public Service Award’ by National Achiever’s Recognition Forum for contribution to society, in solving large scale society problems
- He is a ‘Master in Change’ from INSEAD, France, trained in studying psychodynamic principles that drive the decisions of the entrepreneurs, owners, leaders.
- Has attended ‘Leading Professional Service Firms’ at Harvard Business School and ‘Challenges of Global Poverty’ at MIT.

Samir is a disruptive thought leader and practitioner of management science, to bring about systemic change in entrepreneurial leadership.

Sanjay Sathe
EVP, Wadhwani Advantage

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Wadhwani Advantage: Collective experience of 300+ years
WA India Advisory Board

- Over 37 years in building brands & businesses and creating organizations
- Strategy Board Member at L Catterton Asia, a leading consumer & retail focused private equity investor based in Singapore

Bijou Kurien

- Business leader with over 30 years of experience
- He is on the Boards of BOI AXA Asset Management Company and Skills Training Assessment Management Partners, and is an Advisor to Acumen India

Sanjay Gupta

- Seasoned financial services professional with 27 years of experience in Banking, SME, Microfinance and new product launches

Suresh Gurumani

- Has been a Vice President of Honda Cars India Ltd. (formerly Honda Siel Cars India Ltd.) since April 2008
- He serves as its Director of General Affairs

Raman Kumar Sharma

- 10 years of teaching experience with BD University and Terumo India Learning Council
- 20 yrs of MedTech leadership across Asia
- Board Member of APAC Med

Probir Das

- Nitin specializes in Public and Private, Mergers & Acquisitions, Business Restructuring, Asset & Share Purchase, Transborder Alliances & Joint Ventures, Private Equity and general Corporate advisory
- Partner with JSA associates

Nitin Potdar

- A Building material industry Specialist with over three decades of leadership and marketing experience
- Worked with a fortune 500 company of the world, and is a leading advisor on business strategy

Naresh Sharma

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Examples of India Advisors

Abhishek Saha
Market Research

Anindita Bhattacharjee
Strategic Financial Planning

Bharat Moossaddee
Market Research

Dr Balamurugan A
Business Excellence Consulting

Dr Mita Dxit
Family Business Advisory

Imran Shaikh
Strategic Business Specialist

Mathew Isaac
Management Consulting

Niju Ponnappan
Supply chain management

Nirmallya Roy Chowdhury
Digital Marketer

P Siva Kumar
Healthcare Expert

Pradeep Ghare
Business Strategist

Rajeshwari Bhattacharyya
IT Consultant

Ram Sharma
Healthcare Expert

Samuel Sudhakar
Business Excellence Consulting

Shashank Kotwal
Corporate Strategist

Shruti Dwivedi Sodhi
Legal Consultant

Sonali Gogia
Digital Experience Design Expert

Sunil Mishra
Process Consulting

Vijay Ladha
Business Startegy

... and many more
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Want to grow faster?
Download our APP.