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From \$5,000 to a Fortune 500 company

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SENAPATI BAPAT ROAD:

At the 50th marriage anniversary party of his parents, Jayshri and Vasant Rao Vaidya in Pune, Deepak Vaidya (Dee), president and chief executive officer, Techni Graphics systems Inc (TechniGraphicS) and his wife Mary Vaidya, executive vice-president struck upon an idea with Atul Kirloskar, CMD Kirloskar Oil Engines. They were told about the potential of outsourcing digitizing of maps from the US to India. Kirloskar Computer Services a group company was working in the arena. Thus was founded G S systems in 1993, says Dee, "We started operations out of our residence in Wooster with a \$5000 investment." Today TechniGraphicS is a \$10 million company working on a 10-year contract starting in 2003 of \$200 million for the defense department.

The journey was gradual, reminisces Dee, "In 1993 we were dabbling in two to three areas of which we were successful in receiving regular work for digitizing." They were keen on working in the government sector for contracts and came across TGS a division of Johnsons Controls in Fort Collins listed contractors to the government which Johnsons were not interested in operating any longer. Dee recalls, "We were interested." TGS was acquired in September 1994 and rechristened TechniGraphicS. Says Dee, "TGS had 10 people in the company working on two government projects." In 1997 the government policy for contracting changed as they decided to work with only a few big companies. Rues Dee that the growth was slow, "We were a \$.05 million company 1994 year-end and by end of 2002 we were a \$4 million company. Growth took a backseat for the next five years."

Recognition did come, albeit a bit late. In 2002 on the advice of well-wishers they bid for a contract and were chosen. Shares Dee, "There were a total of 17 bidders of which 6 were selected."

Dee has his eyes set on "growing TechniGraphicS to a Fortune 500 company." The company today operates out of Fort Collins, Wooster and Pune. It has won the 10th annual business award for the fast growth companies and is focusing on expanding its operations.

In Pune it has ventured into software development and has a team of 25 people. His sights are set for 2012, he says, "We will be a \$100 million company with 500 people in St.Louis, 1000 in Houston, 500 in India and 500 in Fort Collins."