

NTrust Infotech in equal JV with US firm for realty back-office operations

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US-BASED management consultants Real Foundations, focusing on real estate sector, and Chennai-based NTrust Infotech, a KPO company also focusing on real estate, are joining hands for a 50:50 joint venture to offer real estate back-office operations in India to companies from the US and Europe.

Real Foundations plans to showcase the talent pool and capability of Indian workforce to real estate companies in the US and Europe. NTrust, which currently has 250 people, is set to increase its headcount to meet the higher workload expected to flow from the developed markets.

"We are focused on one industry, which is the real estate sector, and that's not common in management consultancy in the US and European markets. Independently NTrust too was again specifically focused on realty industry. Ours will be a joint initiative to offer real estate back office operations to US and Europe," Mr Chris Shaida, CEO, Real Foundations said here on Friday.

While it will be a 50:50 initiative, both the companies are working out the rest of the structure, including the equity to be pumped into the venture.

"While Real Foundations evangelise the India opportunity to companies in the US and Europe, NTrust will expand its workforce manifold

over the next few years," Mr Srikanth Ramachandran, president & CEO, NTrust Infotech said.

A three-member team, Mr David Stanford and Mr Mark Callin, both

executive directors of Real Foundations, besides Mr Chris are in India to understand the emerging opportunities in India.

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