

NTrust forms JV with U.S. firm

To offer real estate back office operations to U.S., European companies

Staff Correspondent

CHENNAI: The Chennai-based NTrust Infotech, a knowledge process outsourcing (KPO) company focusing on real estate, and the U.S.-based management consultants, Real Foundations, have joined hands to establish a 50:50 joint venture to offer real estate back office operations in India to companies in the U.S. and Europe.

Real Foundations would be providing the talent pool and the capability of Indian workforce to real estate companies in the U.S. and Europe. NTrust, which currently has 250 people, is set to increase the personnel on its rolls to meet the higher workload expected to flow from the developed markets.

The reason for setting up this joint venture was that both companies focused on one industry, the real estate sector, and that was not common in management



REALTY CHECK: Srikanth Ramachandran (left), CEO and President, NTrust Infotech, and Janakiram Ramachandran, COO, Indian Operations, at a press conference in Chennai on Friday. - PHOTO: BIJOY GHOSH

consultancy in the U.S. and European markets, said Chris Shaida, Chief Executive Officer, Real Foundations, here

on Friday.

He said both companies were working out the rest of the structure of the new ven-

ture, including the equity to be pumped into the venture.

Under the agreement, Real Foundations would evangel-

- Real Foundations to provide talent pool
- NTrust Infotech to increase workforce

ise the India opportunity to companies in the U.S. and Europe and NTrust would expand its workforce manifold over the next few years, said Srikanth Ramachandran, President and CEO, NTrust Infotech.

A three-member team, David Stanford and Mark Callin, both executive directors of Real Foundations, besides Mr. Chris are here to understand the emerging opportunities in India. Given the knowledge workforce and the amount of offshoring happening in India, the team strongly believes that established real estate companies in the U.S. and Europe will increasingly look at India over the next 5-10 years.