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Infotech Software Dealers Association

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interConnect

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Dear ISODA Colleagues

I am pleased to address you all through ISODA InterConnect for the first time in this new Financial Year. It pleases me even more to be writing this after the TECHSUMMIT TSXII in Abu Dhabi, which proved to be a resounding success. The event brought together industry experts, innovators, entrepreneurs, and enthusiasts to discuss the latest trends, opportunities, and challenges in the field of technology.

The theme of TSXII, "Adapt. Adopt. Accelerate." was aptly chosen, given the rapid pace of technological advancements in today's world. The theme aimed to encourage participants to adapt to changing market dynamics, adopt new technologies, and accelerate growth through innovation and collaboration. The event was graced by multiple sponsors, whose support was instrumental in making it a grand success. Participants were thrilled with the overall flow of the event, which was thoughtfully designed to cater to the diverse needs of attendees. The sessions were informative and engaging, with an interesting keynote speech, panel discussion, and presentations on various topics such as Cybersecurity, Personnel & HR, Digital Transformation and Value-Added Distribution.

Overall, the TECHSUMMIT TSXII was a memorable event that provided participants with valuable insights, networking opportunities, and a chance to experience the unique culture and hospitality of Abu Dhabi. I would like to take this opportunity to thank all the sponsors, speakers, and attendees for making the event a resounding success.

We have resumed our Regional Meets aggressively and every Regional Secretary is now focusing on Membership renewal, providing value through Regional Meetings and Onboarding new members.

We promise to make the InterConnect more interesting by inviting more members to contribute more innovative content that will help in knowledge-sharing. Anyone wanting to share good content for the benefit of the community, is welcome. Please write to me at president@isoda.in or to Sameena at rm.

Best regards,

Zakir Hussain Rangwala
President - Infotech Software Dealers Association

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ISODA TECHSUMMIT TSXII Memories

Click here to see what the Sponsors thought about TSXII!

Google Drive

ISODA thanks all Sponsors and Members for a memorable TSXII.

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Waiting for the Next ISODA TECHSUMMIT!

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ISODA TECHSUMMIT
Awards for Business Excellence

ISODA Award for Business Excellence

Winner
Professional Softec

ISODA Award for Framework / Product / IP

Winner
Enjay IT Solutions

ISODA Award for Business Adoption in Covid

Winner
Magnamious Systems

ISODA Award for Marketing Excellence

Winner
Secure Network Solutions

ISODA Award for Business Collaboration with members

Winner
Rubik Infotech

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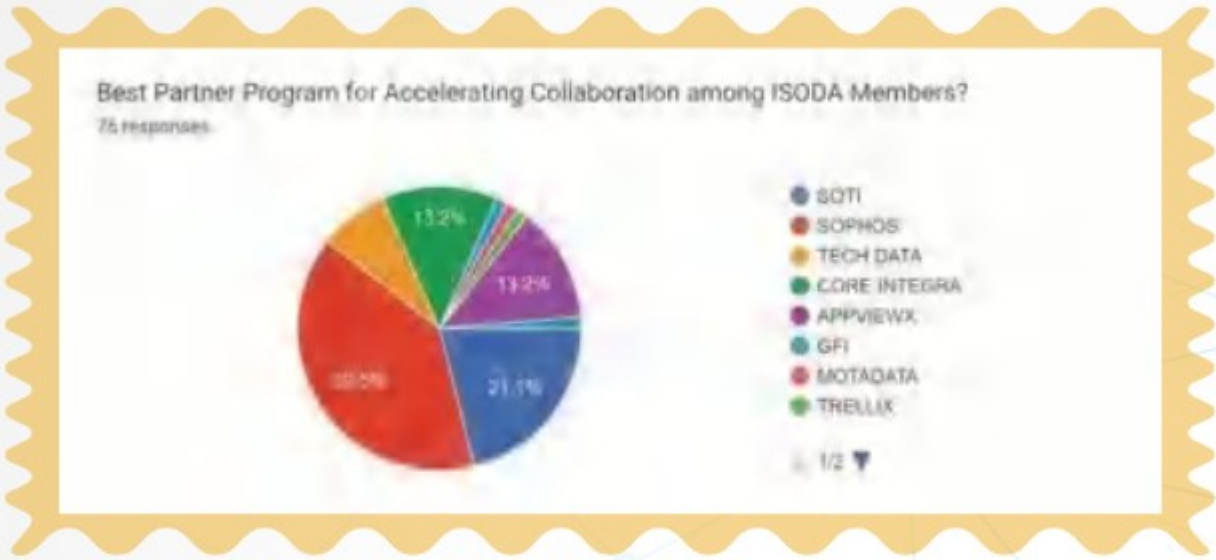
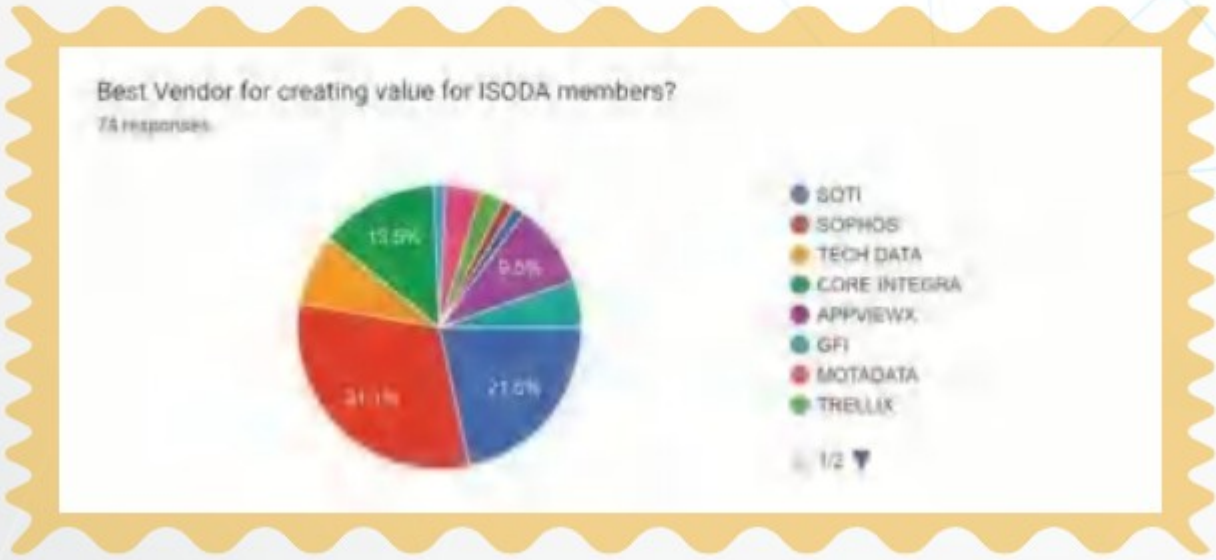
ISODA TECHSUMMIT TSXII
Vendor Awards



Winner: Sophos



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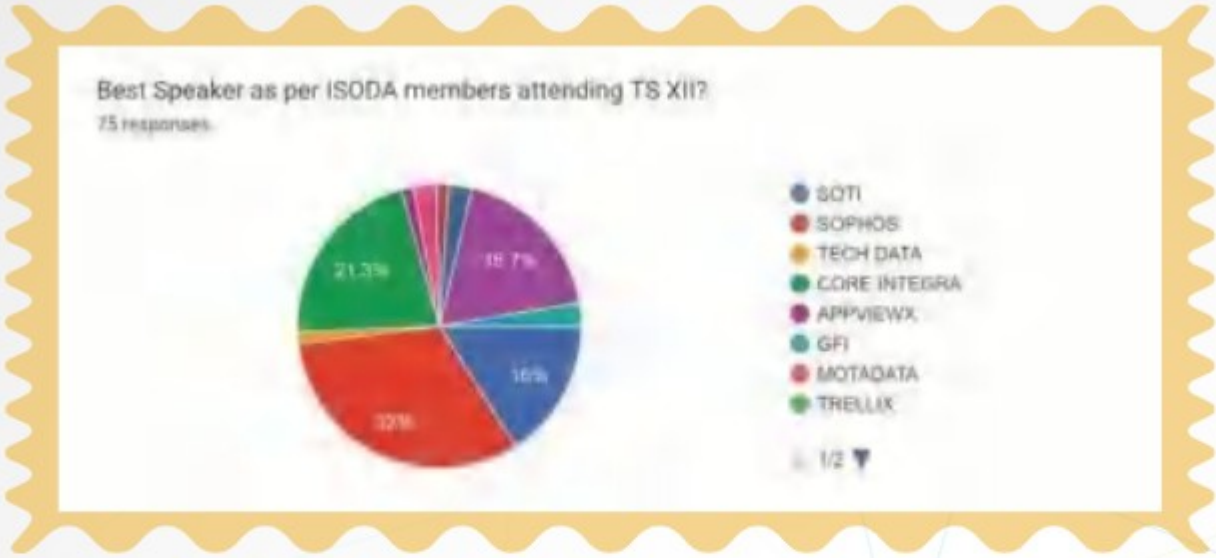
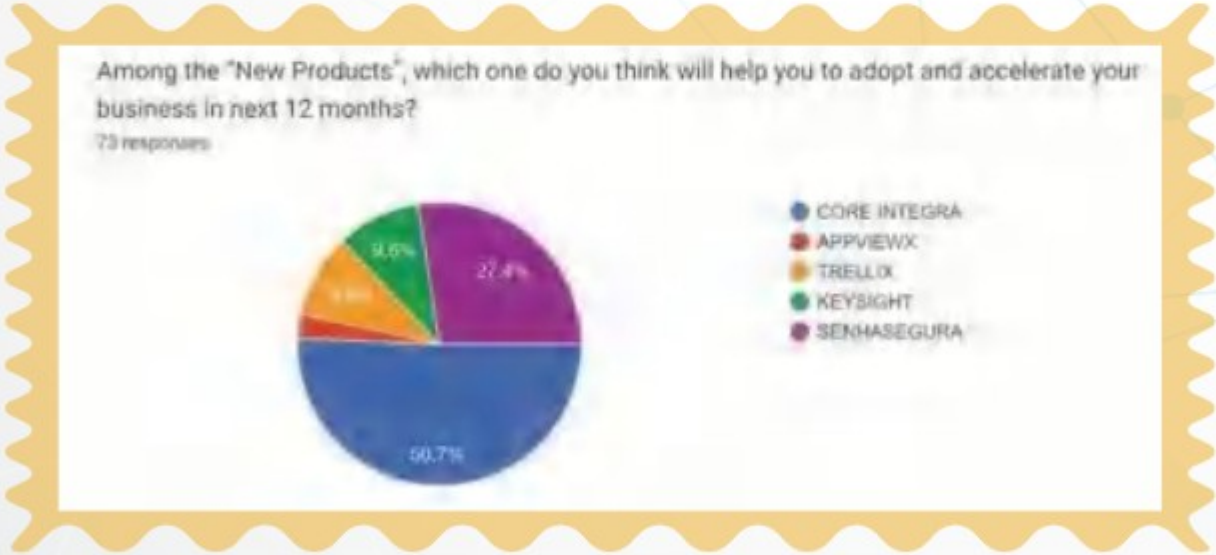


Winner: Sophos



Winner: Core Integra

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Regional Meet Updates

South Regional Meet

17th February 2023

Chennai

Ahmedabad

14th April 2023

Gujarat Regional Meet

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Tax Corner

Dhruv Dua
ISODA Tax Advisor

Article 1

Extension of 10F

You are aware that the Indian government had issued a notification mandating foreign companies and non residents to furnish Form 10F electronically.

Form 10F is required to be furnished along with the tax residency certificate by foreign companies to avail the benefits under the double taxation treaties.

The government has recently issued a notification stating that the firm 10 F can now be furnished through manual mechanism up till 30th September 2023 and there is no mandate to furnish the same through the income tax portal for NON RESIDENTS NOT HAVING PAN.

Relevant notification in this regard is available on this link : partial-relaxation-extention-form-10f.pdf (incometaxindia.gov.in)

Article 2

Withholding tax rate change for NON TRC cases // Budget 2023

The Finance Bill 2023 which has been ratified / passed by the Parliament has **proposed the following change:**

The rate of withholding tax applicable on purchase of software to foreign companies shall be 20% instead of 10% (plus applicable cess)

Who does this Impact?
In case you are paying to a foreign vendor and the foreign vendor is **unable to provide the tax residency certificate / TRC** (and the no permanent establishment certificate) in that case the rate of **TDS now is 20% plus cess EVEN IF PAN IS PROVIDED.**

Who is NOT impacted
Resellers who are paying to foreign vendors against a tax residency certificate (and no permanent establishment certificate) can continue with **nil tax deduction basis the recent Supreme Court ruling.**

In certain cases the resellers want to deduct tax IN SPITE of receiving the TRC in which case the rate will be decided as per the DTAA.

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5 top-use cases of ChatGPT for IT Channel Partners

Natural language processing
ChatGPT can help IT channel partners process natural language queries and provide relevant information. This can include answering questions about products and services, addressing customer concerns, and resolving issues in real-time.

Customer support
ChatGPT can assist IT channel partners with customer support by providing personalized recommendations and solutions based on customer preferences and history. It can also help reduce the burden on human customer support representatives by automating repetitive tasks.

Lead generation
ChatGPT can help IT channel partners generate leads by engaging with potential customers, collecting contact information, and identifying their needs and interests. This can be done through chatbots or other conversational interfaces.

Content creation
ChatGPT can assist IT channel partners in creating content for their websites, social media, and other marketing channels. It can generate blog posts, social media updates, and other content that is optimized for specific keywords and audiences.

Data analysis
ChatGPT can help IT channel partners analyze customer data and generate insights that can inform their marketing and sales strategies. It can identify trends, patterns, and anomalies in customer behavior, and provide recommendations for improving customer engagement and retention.

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