



interConnect

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ISODA

Infotech Software Dealers Association

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President's Address

Welcome to the First Edition of Interconnect in 2025

We are just back from successfully concluding **ISODA's flagship event—TechSummit XIII** at the picturesque Hyatt Regency, Kathmandu, Nepal. We hope all attendees had a productive time collaborating, networking, and learning about the latest technologies.

This year's TechSummit welcomed many new technology vendors who showcased their innovations, interacted with members, and explored collaboration opportunities. While members use the Summit to strengthen old ties, it's important to recognize that external attendees invest significant time and money to connect with our fraternity. Their goal? To make us their **preferred partners**.

Most of the new OEMs we invite are vendors transitioning from a **direct sales model to a channel-based approach**. As an association of resellers, system integrators, and distributors, we have a moral responsibility to **educate and streamline** these vendors on the two-tier model to help them establish and scale in India.

Supporting Vendors in the Channel Model

- ISODA actively invites vendors to Regional Meets, Biz Summits, and TechSummits to guide them on the channel ecosystem.
- We have successfully helped several vendors transition to a partner-first approach.
- Members interested in engaging with TechSummit vendors should act now for an early-mover advantage.
- The Management Committee (MC) is available to assist members in collaboration efforts.

Other ISODA Updates

Skill Development at TechSummit XIII

- Mumbai Dabbawala Case Study: Mr. Ritesh Andre shared Six Sigma insights from the Dabbawala supply chain. A must-watch for those who missed it!
- Leadership & Team Development Workshop: An engaging session focused on breaking fears and preconceived notions to enhance leadership skills.

Friday Connect Series – 31 Episodes & Counting

- Designed to explore new growth opportunities for ISODA members.
- Low member participation remains a challenge—we urge you to revisit past episodes and engage.
- Recordings are available—find potential collaborators and build partnerships.

Strengthening Regional Meetings

- AGM & TechSummit are key events, but regional meets need better engagement.
- Past challenges: Low attendance and lack of structured content.
- Your feedback matters—help us create high-value sessions by suggesting new formats.
- Future focus: Paid workshops, expert speakers, and interactive discussions over purely vendor-sponsored sessions.

Membership Portal – Upgraded & Ready to Use

- A major revamp is complete, enhancing member experience.
- Key Features:
 - Simplified onboarding & renewal process.
 - DMS portal integrated with ISODA's website for document management & profile updates.
 - Advanced search options to connect with fellow members.
- Every member actively using the portal is a step towards stronger collaboration.

ISODA's Transition to a Section 8 Company

- ISODA is in the final stages of becoming a Section 8 company.
- Key Benefits:
 - Legal & tax entity status for ISODA.
 - Ability to accept foreign exchange remittance.
 - Future plans: Establishing a professional secretariat for smoother operations.
- More details will be shared during the upcoming AGM.

ISODA's Industry Presence & Recognition

- ISODA remains the preferred association partner for top industry events.
- Representation at Annual Star Nite Awards (VAR India) & SME Channel Awards.
- ISODA members recognized & felicitated across multiple categories.
- MC members represented ISODA as chief guests, strengthening our industry reputation.



Let's continue to collaborate, grow, and shape the future of our industry together!

Best wishes.

Vinod Kumar
President - ISODA

IMPORTANT ISODA CONTACTS

ISODA Tax Advisor **Dhruv Dua** | +91 9810984384 | taxadvisor@isoda.in
ISODA Legal Advisor **AR Pradeep** | +91 9884393078 | legaladvisor@isoda.in
ISODA Grievance Cell | grievance@isoda.in

BECOME AN ISODA MEMBER

Join one of India's largest networks of IT companies across verticals.
Please sign up at <https://isoda.in/membership.aspx>
and mail rm@isoda.in

ISODA TechSummit - TSXIII Updates

TechSummit TSXIII: Align. Build. Conquer. – A Defining Chapter for ISODA!

The dust has settled, but the energy of ISODA's TechSummit TSXIII still lingers in our minds!

Held at the scenic Hyatt Regency Kathmandu, this edition was truly power-packed, bringing together over 100 IT channel leaders, global technology vendors, and dignitaries for a transformative three-day journey.



Celebrating Our Theme – Align, Build, Conquer

The summit's theme came to life in every session, every discussion, and every new partnership forged. Guest of Honor, Dr. Shaligram Parajuli, IT Expert Advisor to Nepal's Ministry of Communications and Information Technology, shared valuable insights on Nepal's digital growth, sparking ideas for cross-border collaborations.

Adding to the momentum, Chief Guest, Mr. Raghurib Mahaseth, Member of Nepal's Federal Parliament and Former Deputy PM & Foreign Minister, highlighted the immense potential for stronger India-Nepal IT trade partnerships. ISODA Chairman, Mr. Prashant Jain, perfectly captured the summit's essence by likening our industry's challenges to the resilience required to conquer Mt. Everest.

Vendor Partnerships at the Forefront

The summit wouldn't have been possible without the strong support of our sponsors who fueled thought leadership and knowledge sharing:

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GOLD SPONSOR

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SILVER SPONSORS

GoTo | securonix | ENTRUST

ThriveDX | GFI Software

BRONZE SPONSORS



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Their insights helped members uncover new business avenues and collaboration opportunities, reinforcing the power of channel partnerships. If you haven't reached out to them yet, now is the time to explore these opportunities!



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Welcoming the Next Generation – The Gen Z of ISODA

A landmark moment at TechSummit TSXIII was the introduction of the Gen Z of ISODA—young entrepreneurs stepping into their family businesses. Their digital-first thinking, innovative mindset, and bold vision marked the beginning of a new era for ISODA. We are proud to see the next generation embrace the IT channel ecosystem, ensuring a strong future for our association.



Unforgettable Learning Experiences

Our summit was not just about business—it was about learning, growth, and transformation:

- Time & Team Management by Mumbai's Legendary Dabbawalas – Ritesh Shantaram Andre shared the secrets behind their Six Sigma-certified efficiency. Their flawless logistics without technology was an eye-opener for all!
- Leadership & Team Building Workshop – The walk on broken glass, conducted by Outlife Outbound Training, was an intense experience that left attendees inspired to overcome fear and build resilience.

Building Industry Recognition & Future Opportunities

TechSummit TSXIII saw strong representation from leading IT media houses, VAR India & SME Channels, amplifying ISODA's industry influence. Our continued engagement with vendors, media, and policy-makers positions us as a powerful voice in the IT channel ecosystem.



A Grand Finale & What's Next?

The Summit concluded with a spectacular gala dinner and DJ night, celebrating not just partnerships, but the camaraderie that defines ISODA.

For those who attended, we hope this was an unforgettable experience. For those who missed it, we encourage you to join us next year! If you are a vendor or OEM looking to engage with India's top IT partners, TechSummit is the platform to be at.

As we align, build, and conquer together, let's carry forward the momentum, collaborations, and new partnerships into the year ahead. See you at the next ISODA TechSummit!

High Praises for TSXIII



ABHIJIT POTDAR
Corporate Vice President



Thank you ISODA for having Quantum Networks in this TechSummit. The response was super awesome and we take back new relationships. We shall stay in touch with all of you.



CHAD CLEEVELY
Senior Director, Channel Sales
for Asia Pacific and Japan



It was such an inspiring experience to engage with the brilliant minds in India & SAARC Channel Community gathering in Nepal. The event brought together entrepreneurs, industry leaders, and professionals who are all passionate about pushing the boundaries of technology and innovation. A huge thank you to ISODA for organizing such an impactful event and for creating a space where ideas, knowledge, and collaborations could thrive.



DIPESH KAURA
Regional Sales Director
India & SAARC



Was a good event.
Worth the time and participation.
Will be keen to associate in future also!



SAGAR SURANGALIKAR
Director Channels & Alliances,
South Asia



It was my first time at an ISODA event and a truly unforgettable experience..the energy levels of all the members, the attentiveness and warm courtesy extended is the big takeaway for me. Thank you to all the ISODA members, TCV team and all participants for your hospitality and love. Look forward to engaging closely with all of you and being part of more events in the future.



VINEETH NAIR

Distribution Sales Manager-
DACH, EMEA and APAC



My heartfelt appreciation to the organizers of the recent ISODA TechSummit. The event was exceptionally well-planned and executed, and I'm so grateful to have been a part of it and meet you all.

Thank you once again for having GFI software at the ISODA TechSummit. I'm looking forward to connecting with you all soon.



RUPALI ROKDE

Regional Partner Manager

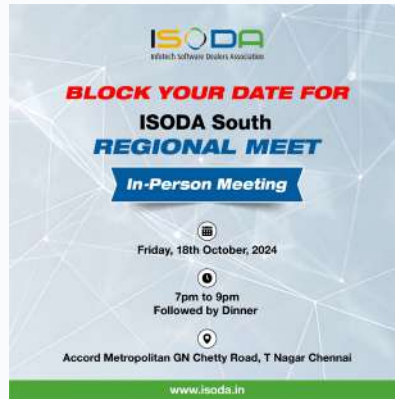


The event was well-planned, executed flawlessly, and provided a unique opportunity for networking and learning.

I was particularly impressed by the caliber of attendees and had the pleasure of making some meaningful connections. My heartfelt thanks for your efforts in creating such a memorable experience.

Regional Meeting Updates

South RM – 18 Oct 2024 – Only members



North RM – 25 Oct 2024 – With Family



West RM – 3 Jan 2025 – With Family and Sponsors



East RM – 17 Jan 2025 – With PTA and 2 sponsors



ISODA East REGIONAL MEET

IN ASSOCIATION WITH



📅 17TH JANUARY 2025 🕒 6PM ONWARDS

AGENDA

- 6:00 PM: Registrations
- 6:30 PM: Regional Meeting
- 7:00 - 7:20 PM: SSOSEC
- 7:20 - 7:40 PM: Threat cop
- 7:40 PM: Brainstorm with CIOs
 - Focus on Cost rather than Value?
 - Missing adequate volumes
 - Remote Decision-making
 - Advantages of Local presence not being leveraged
 - Conservative approach on Investment in latest tech
 - Tech decisions being driven by Finance or Leadership
 - Missing collaboration areas
- 9:00 PM: Networking Dinner

📍 PEERLESS INN, SENATE 2

NOTE: TOP 10 CIOs OF KOLKATA WILL BE ATTENDING FROM PTA

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Friday Connect Updates



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FRIDAY CONNECT SERIES

Episode 25
Design your life from being autopilot to choiceful



Speaker
Renu Goyal
Executive and Leadership Coach (ICF- PCC)
Founder@ Inncompass

11 October 2024 Platform: Zoom 4 PM to 5 PM

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Friday connect Episode 25
Design your life from
being autopilot to choiceful
by Ms Renu Goyal
11 Oct 2024, 4 to 5 pm
<https://youtu.be/PENQzWnFk2w>



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FRIDAY CONNECT SERIES

Episode 26
Risk Proofing your Tech Venture:
A Legal Survival Guide



Speaker
Mr AR Pradeep
Isoda Legal Advisor

6th December, 2024 4 PM to 5 PM

Platform
Online Zoom Webinar

www.isoda.in

Friday connect Episode 26
Risk Proofing Your Tech Venture:
A Legal Survival Guide
by Mr A R Pradeep, ISODA Legal Advisor
6 Nov 2024, 4 to 5 pm
<https://youtu.be/dw8AiZVhydo>



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FRIDAY CONNECT SERIES

Episode 27
The only Way out is the Way In



Speaker
Ms Prachi Rastogi
Diversity and Inclusion Leader APAC at IBM

Learn more about being mindful from

13th Dec 2024 Platform: Zoom 4 PM to 5 PM

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Friday connect Episode 27
The only Way Out is the Way In
by Ms Prachi Rastogi
13 Dec 2024, 4 to 5 pm
<https://youtu.be/zQJfJ1aQuKQ>

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FRIDAY CONNECT SERIES
Episode - 28

MAKE YOUR ORGANISATION CSR SENSITIVE
Insights into the RPWD Act 2016 - Sensitization of individuals with regards to Inclusive Work Environment.



SPEAKER
Ms Sonali Deshpande
Manager Communications at Helen Keller Institute for Deaf & Deafblind.

20 Dec 2024 **Platform: Zoom** 4 PM to 5 PM

www.isoda.in

Friday connect Episode 28

Make your organisation CSR sensitive
by **Ms Sonali Deshpande**
20 Dec 2024, 4 to 5 pm
https://youtu.be/i_BMOxyRGUt

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FRIDAY CONNECT SERIES
Episode 29
New Membership Portal Walkthrough

PRESENTED BY
DMS TEAM

17th Jan 2025

4 PM to 5 PM

Platform: Zoom

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Friday connect Episode 29

New Membership Portal Walkthrough
Presented by **DMS Team**
17 Jan 2025, 4 to 5 pm
<https://youtu.be/F-Oe46clcHY>

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FRIDAY CONNECT SERIES
Episode 30
Wearing the Coaching Hat



Speaker
Ms Nidhi Shrivastava
Coach | Facilitator | Trainee Counsellor | Speaker

07 Feb, 2025 **Online Portal: Zoom** 4 PM to 5 PM

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Friday connect Episode 30

Wearing the Coaching Hat
by **Ms Nidhi Shrivastava - Coach |
Facilitator | Trainee Counsellor | Speaker**
7 Feb 2025, 4 to 5 pm

Tax Corner - Dhruv Dua

Tax & GST Updates:

From individual relief to business streamlining, a comprehensive overview.

Part 1: Key Highlights - Tax Relief and Reforms

Synopsis	Details
No Tax up to Rs.12 lakh under the new regime	Individuals with income up to 12,00,000 will be eligible for a tax rebate under the new tax regime (Section 115BAC) from the assessment year 2026-27 onwards, effectively meaning no tax liability up to this income level. The rebate limit has been increased.
Simplified Tax Slabs with reduced rates	New tax slabs under Section 115BAC (Assessment Year 2026-27 onwards): <ul style="list-style-type: none">- Up to Rs 4,00,000: Nil- Rs 4,00,001 to Rs 8,00,000: 5%- Rs 8,00,001 to Rs 12,00,000: 10%- Rs 12,00,001 to Rs 16,00,000: 15%- Rs 16,00,001 to Rs 20,00,000: 20%- Rs 20,00,001 to Rs 24,00,000: 25%- Above Rs 24,00,000: 30%
TDS & TCS Rationalization for easier compliance	<ul style="list-style-type: none">- Increased thresholds for various TDS sections (193, 194, 194A, 194B, 194BB, 194D, 194G, 194H, 194-I, 194J, 194K, 194LA).- Reduction in TDS rates for certain sections (e.g., 194LBC).- Removal of higher TDS/TCS for non-filers (Sections 206AB and 206CCA).- Definition of "forest produce" rationalized for TCS.- Omission of TCS on the sale of specified goods to reduce the compliance burden.
TDS on Rent threshold raised to Rs. 6 lakh	TDS threshold on rent increased from Rs. 2,40,000 per year to Rs. 50,000 per month (Rs. 6,00,000 annually) under Section 194-I.

Part 2: Other Key Changes

Change	Details
Simplification of tax provisions for charitable trusts/institutions	<p>Rationalization of 'specified violation': Minor defaults in the application for registration will no longer lead to automatic cancellation, preventing undue hardship.</p> <p>Increased period of registration: For smaller trusts (income not exceeding ₹ 5 crores), the registration validity is extended from 5 to 10 years, reducing the compliance burden.</p> <p>Rationalization of persons specified under section 13(3): The threshold for individuals making substantial contributions to trusts is raised, and relatives and certain concerns are excluded from the definition, simplifying compliance.</p>
Harmonization of Significant Economic Presence (SEP) applicability with Business Connection	<p>Transactions or activities of a non-resident in India confined to the purchase of goods for export will not constitute SEP. This aligns the SEP provisions with the existing business connection rules and provides clarity for non-residents engaged in export-related purchases.</p>
Rationalization of transfer pricing provisions for carrying out multi-year arm's length price determination	<p>Multi-Year ALP Determination: If the Arm's Length Price (ALP) is determined for a transaction in one year, it will apply to similar transactions for the two subsequent years if the assessee opts for it and the TPO declares the option valid.</p> <p>Streamlined Process: The TPO will examine and determine the ALP for the subsequent years in the same order. The AO will then recompute the total income based on the TPO's determination.</p> <p>Reduced Compliance: This will reduce the compliance burden on taxpayers and administrative burden on TPOs for cases with similar transactions across multiple years.</p>
Annual value of the self-occupied property simplified	<p>The annual value of a self-occupied property (or property that cannot be occupied due to the owner's employment, business, or profession elsewhere) will be considered "nil," regardless of the number of properties owned, simplifying calculations.</p>
Time limit of filing of updated returns	<p>Extended from 24 months to 48 months from the end of the relevant assessment year.</p> <ul style="list-style-type: none"> - **Graded additional tax:** - 24-36 months: 60% of tax and interest. - 36-48 months: 70% of tax and interest. <ul style="list-style-type: none"> - **Restriction:** No updated return can be filed after 36 months if a notice under section 148A has been issued, unless it's determined not to be a fit case for notice under section 148.
Extension of the timeline for tax benefits to start-ups	<p>The incorporation deadline for start-ups to avail tax benefits under Section 80-IAC is extended to 01.04.2030.</p>
Extension of exemption to Specified Undertaking of Unit Trust of India (SUUTI)	<p>The income-tax exemption for SUUTI has been extended to 31st March, 2027.</p>

Part 3: GST Changes - Free Trade Warehousing Zone (FTWZ)

Change	Details
Supply of goods within FTWZ not considered a supply	A new clause (aa) in paragraph 8 of Schedule III of the CGST Act specifies that the supply of warehoused goods in a Special Economic Zone or FTWZ to any person before clearance for exports or to the Domestic Tariff Area will be treated neither as a supply of goods nor as a supply of services. This is effective retrospectively from 01.07.2017.
Clarification through Explanation 2 in Schedule III related to clause (a) of paragraph 8 of the said schedule will be treated separately	This will help provide more clarity.
New Explanation 3 added to Schedule III.	Explanation 3 defines the terms 'Special Economic Zone', 'Free Trade Warehousing Zone' and 'Domestic Tariff Area' for the purpose of the above-mentioned clause (aa).
No refund of tax already paid.	No refund will be available for the tax already paid on such transactions within FTWZ.

**THANK
YOU!**