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Outgoing President's Address



Mr. Jitesh Chauhaan
President - ISODA

Dear ISODIAN Friends,

As my tenure as President of ISODA draws to a close, I write to you with a heart full of gratitude and pride.

These years have been among the most enriching of my professional journey. Together, we navigated challenges, celebrated wins and worked to strengthen the voice of the IT reseller community across India. None of it would have been possible without you, the members, the Management Committee and the extended ISODA family, who stood by the association with your trust, participation and unwavering support.

ISODA's strength has always come from its members standing united, and that spirit is what will carry the association forward.

As I hand over the baton, I extend my heartfelt best wishes to our incoming Board and leadership team, who will now steer ISODA into its next chapter. I have full confidence that under their guidance, ISODA will continue to grow, innovate and serve the interests of our members even more effectively. I request all of you to extend to them the same warmth, cooperation and support that you so generously gave me.

Though I step down from this position, my association with ISODA and each of you does not end here. I remain a proud ISODIAN, ready to support the community in whatever way I can.

Outgoing Chairman's Address



It's finally time for me to step down from the MC after a tenure of 4 long years.

I was elected Vice President four years ago with a tenure of one year, continued as President for two years and was nominated as Chairman a year ago. Moving from being a regular member to the Management Committee is a huge responsibility and demands complete focus, time and attention. My first three months went into learning the ropes and the way of functioning, after which I started contributing in whichever way I could, irrespective of the position I held.

I was fortunate to play an active part in three Tech Summits in Abu Dhabi, Kathmandu and Almaty and three Biz Summits in Bangalore, Kerala and Puri, with the fourth forthcoming one in Goa. I thoroughly enjoyed my time at the MC and working closely with several team members.

I had several valuable learnings from Ex-Chairmen L. Ashok and Prashant Jain, both of whom were guiding forces in converting ISODA to a Section 8 company. I also had the opportunity to work closely with Zakir, Ravi Jalan, Vimesh, Ravi Kumar and Yogesh. Being an MC member gives you an opportunity to interact with fellow members more closely and understand them and their businesses better.

It was an honour to serve ISODA as an MC member. Being on the other side gave me a completely different perspective. As members, we sometimes take lightly many of the small engagements planned by the MC. I was always too lazy to attend regional meets or online sessions, but coming into the MC changed my perspective and that will remain with me forever.

The Board meetings we held every Saturday define the path ISODA takes. It is imperative for every MC member to attend, debate and contribute. The 200 plus members of ISODA place their trust in a dozen people to carry the legacy and define its future. During my tenure, I learnt that we must work together as a group while also having complete freedom to drive individual initiatives.

Among the initiatives we were able to drive were inviting new vendors to our events, giving members greater exposure to new solutions and opportunities. The Friday Connect series helped us connect with professionals and organisations for knowledge sharing while also promoting ISODA externally. This eventually led to workshops on HR, M&A and Business Valuation at the Bangalore Summit.

At the Kerala Summit, we invited 10-12 leading CIOs from different verticals to network with our members. We also expanded the ISODA Excellence Awards to recognise vendors for their channel policies, an initiative that was well received by the vendor community.

A large part of our membership falls under the MSME category. We therefore started engaging with MSME stakeholders to educate members about the benefits and programmes available to them. ISODA has also been chosen as a strategic knowledge partner by MSME for its cyber security awareness campaign.

Membership and the next generation were equally important to us. The Next Gen initiative launched in Nepal received a tremendous response, with several NG members now participating in events, business groups and even the MC. More recently, our nationwide membership campaign has already qualified and onboarded 22 new members in one quarter. We are also ready to launch a new chapter in Hyderabad, with more chapters hopefully following.

New members bring more than numbers. They bring new ideas, new relationships and new avenues for collaboration.

As they say, change is the only constant. Over my last 10 years with ISODA, I have seen members grow their businesses, start new ventures and continue contributing to the association. I have also seen some members make the difficult decision to move on. We wish them the very best and hope to remain connected with them personally.

With this note, I am ready to pass on the baton to the incoming Chairman and the new MC. I wish them all the very best and offer my support whenever they need it.

For, as they say, you may take me out of the MC but you cannot take the MC hat out of me.

Suddenly, I am at a loss on what to do on Saturdays...

IMPORTANT ISODA CONTACTS

ISODA Tax Advisor Dhruv Dua | +91 9810984384 | taxadvisor@isoda.in

ISODA Legal Advisor AR Pradeep | +91 9884393078 | legaladvisor@isoda.in

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Product / Solution Overview

Most distribution businesses run on fragmented data — sales on paper, stocks in Tally, field updates across a dozen WhatsApp groups. By the time anyone reconciles it, the numbers are already stale. Magenta Connect sits on top of the ERP, a business already runs (21+ integrations, including Tally, Busy, Zoho and SAP) and unifies everything into one real-time view — no rip-and-replace, no new system for the team to learn.

- **Magenta Insights** — live dashboards on sales, outstanding, stock and schemes across brands, segments and regions.
- **Magenta OnField** — field team attendance, beat plans and visit tracking, without chasing anyone for updates.
- **Magenta CRM** — lead generation, quotation, and tasks that integrates with other data.
- **Magenta Workflow, Automate & KPIs** — approvals, tasks, automation and KPI tracking that keep the business running without micromanagement.

Relevance to ISODA Members

- **A resale opportunity** — Magenta is a natural addition to your portfolio for clients in 25+ industries including FMCG, consumer goods, electronics, pharma and building materials. It complements the ERPs you already sell (Tally, Busy, Zoho, SAP) rather than replacing them, making it an easy attach sale with recurring SaaS revenue.
- **Built on what clients already own** — every ISODA member's client running an ERP is a prospect; Magenta deploys on top of their existing data, so implementation is fast and disruption is minimal.
- **Use it in your own business** — many member organizations are themselves distribution businesses. Magenta gives owners visibility into branch sales, collections and field teams from a single screen.
- **Proven with Indian brands** — trusted by brands such as Vega Helmets, Wild Stone, Euro, Kaka PVC and RL Masala, and backed by IIMA Ventures (CIIE.CO).

Exclusive Offer for ISODA Members

Flat 20% discount on Magenta Connect subscriptions for all ISODA members — for their own business. Mention ISODA Interconnect when you reach out.



Point of Contact for Member Queries: Manish Mundhra | +91 98100 58687 | manish@magenta.works
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For a Smarter Tomorrow



Accounts Payable+
Smarter Payables
Greater Control



AI Powered Solutions
Intelligence for
Real Business Impact



Aadhar Masking
Privacy Compliant
Secure by Design



MeetingPulse+
Smarter Meetings
Stronger Outcomes



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ZTNA | ZTAA | Secure Remote Access | Multi Factor Authentication | Identity & Access Management



Secure File Transfer | Team Collaboration | Endpoint Backup + Sync

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simply
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Accountable.



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beyond the
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POCs &
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Growth
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Customer
Retention

PRODUCT HIGHLIGHTS



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- SSL/TLS Certificates
- S/MIME, Private CA
- Managed PKI
- Software Trust Manager / Code Signing
- DSC, eSign & DocuSign
- Certificate Lifecycle Management (CLM)



HARDWARE SECURITY & DATA PROTECTION

- Payment & General Purpose HSM
- Key Management Systems
- Database Encryption (At Rest / In Motion)
- Masking, Tokenization & Automated Signing
- DSPM, Data Flow Management & DPDPA Consent Management



APPLICATION & BRAND SECURITY

- Web Application Firewall (WAF)
- DDoS & API Security
- Client-Side Protection
- DMARC, SPF, DKIM
- BIMi, VMC, GMC & CMC
- Brand Monitoring & Takedown Services



IDENTITY & AUTHENTICATION

- MFA / 2FA
- Single Sign-On (SSO)
- Passwordless Authentication
- Privileged Access Management (PAM)
- PKI Authentication
- Zero Trust Network Access (ZTNA)



CYBER THREAT & DIGITAL RISK PROTECTION

- Threat Protection, Email & Gateway Security
- Anti-Phishing & Anti-Spoofing
- BAS & Red Teaming
- Cyber Intelligence
- Dark Web Monitoring
- Supply Chain Monitoring
- Continuous External Threat Management
- SIEM / SOC / SOAR



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IP Protection**Acronis**Integrated Cyber Protection: Backup,
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POINT OF CONTACT FOR ISODA MEMBERS

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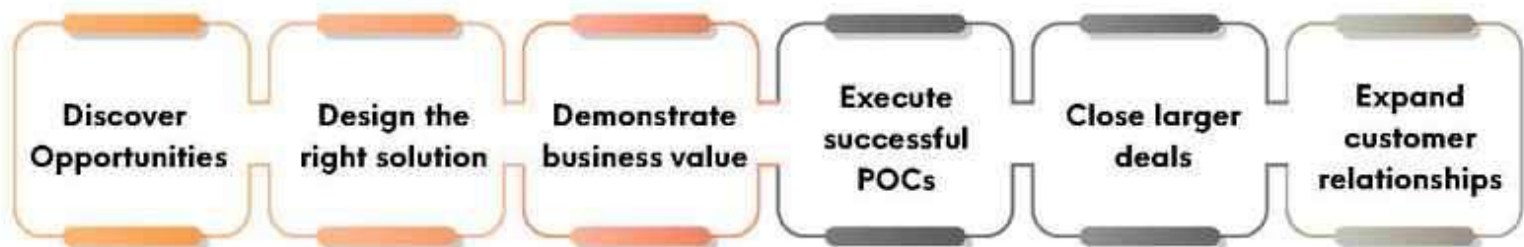
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- Endpoint Management
- Enterprise Data Platforms
- Storage & Data Lifecycle

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NORTH RM - 21 August, 2026



SOUTH RM - 3 SEP, 2026



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ISODA South (Chennai)

Regional Meet #3

03-SEP-2026 | 6:45 PM - 9:45 PM
Venue: Madras Boat Club, Chennai

Detailed Agenda

- Meet & Greet: 6:30 PM
- Welcome Note: 6:45 PM
- New Membership Drive Status
- ISODA AGM 2026 Updates
- Internal Member Discussions
- Beyond Business - An Investment Playbook for Owners
- Dinner & Networking





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Beyond Business - An Investment Playbook for Owners

by
Kapil Chordia
Investment Advisor | 28+ Years of Experience
Managing ₹800+ Crores of Client Assets

Leadership Session:

- Get practical insights on how business owners can invest smarter and build strong personal wealth.
- Explore strategies to grow wealth beyond business and create long-term financial security.
- Learn how to protect what you've built and plan a prosperous future for you and your family.





**THANK
YOU!**