

COMPANY PROFILE



ACCOUNTING
SOFTWARE



AUTOMOBILE
SOFTWARE



POS
SOFTWARE

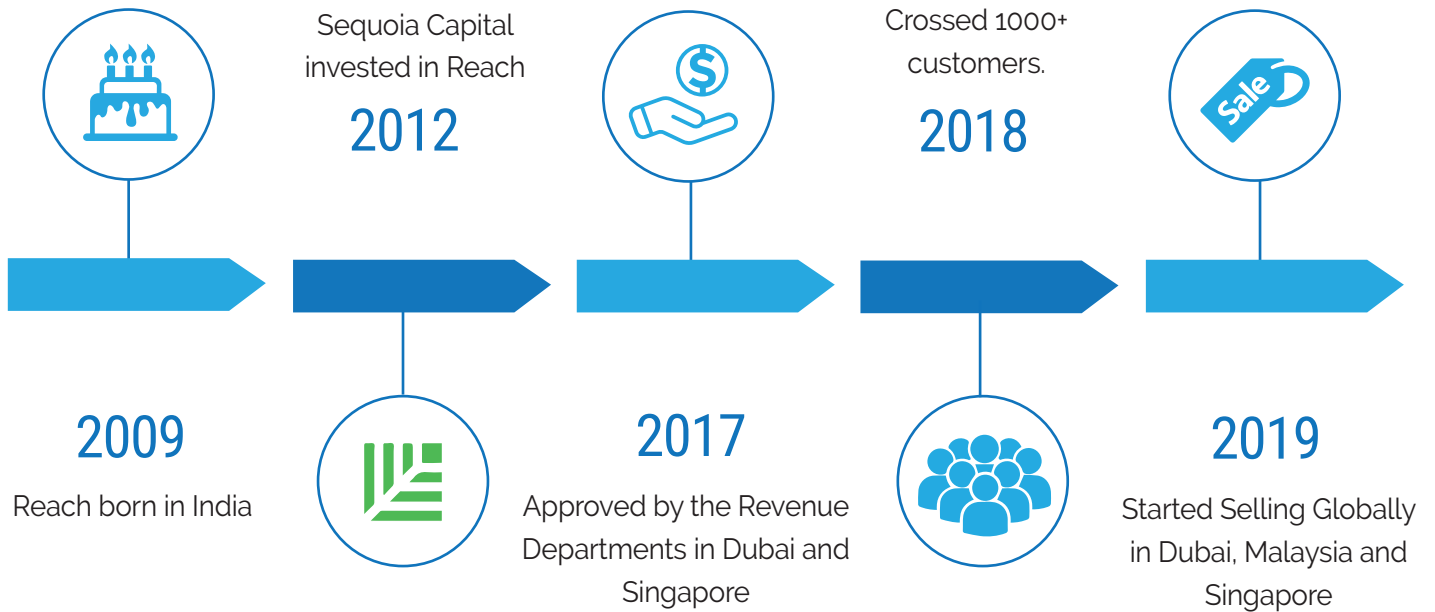


ERP
SOFTWARE

REACH ACCOUNTANT

For the last 10 years, Reach has been involved in creating simple but powerful business applications to empower small businesses with world class business tools

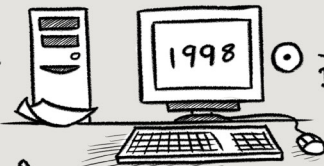
About Us



An Accountant,
An Entrepreneur
and an idea



OLDEN DAYS
ACCOUNTING



1998
DESKTOP
ACCOUNTING



2005
CLOUD SOFTWARES



2007
VAT IN INDIA

REACH



2009

BORN IN INDIA



REACH
ROBIN



2010

RAJAN ANANDAN
JOINED THE TEAM



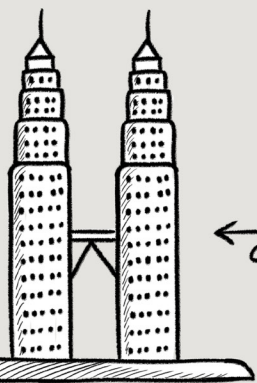
2011
MOBILE APPS

SEQUOIA CAPITAL

2012
INVESTED



2015
GST IN MALAYSIA



2016

REACH STARTED IN MALAYSIA

REACH STARTED IN MALAYSIA

SOON
WORLD'S PREFERRED
ACCOUNTING SOFTWARE

2018
REACH MOVES TO
INDIA BULLS TECH PARK



2018
REACH STARTED
IN DUBAI



2013
VAT LAUNCHED
IN DUBAI

2017
REACH STARTED IN
SINGAPORE



Countries of Operation





Management

Robin Moses, Chief Executive

Robin is a Chartered Accountant bitten by the Entrepreneurship bug. Having spent a few years after college running a food and distribution business, He moved to the tax and accounting domain soon after he became a qualified accountant. He set-up Reach Tax to offer Retail Tax Preparation Services in 2005 and set-up Reach Accountant in 2007. Robin is the brains behind the software, and leads the Training, Customer Success and User creation initiatives.

Rajan Anandan, Investor and Director

Rajan is an active investor in technology companies and is also the Vice President with Google, Inc. In his current role Rajan is the Managing Director of Google India. As an investor Rajan has a passion for saas companies and is an early investor and board member of Reach Accountant. He works closely with the Reach Accountant team in many areas including product, sales, marketing and partnerships.





SEQUOIA CAPITAL

Investors

Sequoia was founded by Don Valentine in 1972 in Menlo Park, California and today has offices worldwide to support its international portfolio of companies.

The firm's investments include Airbnb, Apple, Aruba Networks, Google, YouTube, Zomato, PayPal, Instagram, Medallia, Meraki, Cisco Systems, Oracle, Electronic Arts, TuneIn, Yahoo!, NVIDIA, Lattice Engines, Navigenics, Cotendo, Atari, Ameritox, Kayak, Meebo, Admob, Knowlarity Communications, Zappos, Seculert, Green Dot, LinkedIn, Skyscanner and Kontera. With its broad range of highly successful investments, Sequoia estimates that 19% of the NASDAQ's value is made up of firms that they have invested in

VISION

Millions of Business uses Reach to grow faster and scale.



MISSION

Build a affordable, easy to use software which helps small business stay in control while they scale to become a large enterprise.



GOAL

Achieve value by winning 50,000 customers in the next 2 years.



Our Vision & Mission

Awards



Reach was awarded the Economic Times, Internet Retailer of the Year award in the year 2013.

About the Product

Reach is an accounting software which comes with the promise to run your entire business end-to-end.

It becomes the one software your business will need and needs no further customization.

Reach can suite 17 different business now.

SEE HOW REACH IS DIFFERENT



Our Products



Accounting Software



Automobile Software



POS Software



ERP Software

Who can use?



Supermarket Software



Wholesale & Distributors



Textile Software



Wholesale & Distributors



Mobile Shop Software



Importers & Exporters



Jewellery Software



E-Commerce



Cafe and Bakery



Accountants



Furniture Shop



Repair and Servicing



Used car Dealers



Rental Business



Car Workshop



Consultants & Agents

































Car Rental



Auto Spare Parts

Features

 Accounting	 Barcoding	 Mobile APP
 Invoicing	 Point of sale	 Job cards
 Multilingual	 Purchase Management	 Customer Management
 Vendor Management	 Automatic Reminders	 Receivable Management
 VAT Management	 Branch Management	 User Management
 Approvals Management	 Sales Team Management	 Asset Management
 Forex Management	 Gift & Discount Vouchers	 Project Management
 Production Planning	 Quality Control	 Batch Tracking
 Order Management	 Bank Reconciliation	 Inventory Management
 Consignment Sales	 E-Commerce Management	 Purchase Order

Approvals



Reach is approved by IRAS in Singapore business end to end.

The Inland Revenue Authority of Singapore (or IRAS) is a governmental body that deals with collecting taxes. It's under the Ministry of Finance's authority and also acts as a chief tax advisor to the government



Reach is a pre-approved Vendor listed by the IMDA (as moiboo).

The Infocomm Media Development Authority (IMDA) is a statutory board of the Singapore government, under the Ministry of Communications and Information (MCI).



Reach is approved by the IRS in UAE.

The Internal Revenue service in Dubai is a government body in UAE which deals with collection of taxes

Partnership Program

The Reach partnership program is an attempt to partner with entrepreneurs who can share our vision by automating other fellow business across the world

Skills needed to become a partner



Partnership Type

REFERRER	RESELLER	MASTER PARTNER
Refers customers	Refers customers Demonstrate product Collects payments	Refers customers Demonstrate product Collects payments Manages implementation Handles support
NO DEPOSIT - FAIR EARNINGS	NO DEPOSIT - FAIR EARNINGS	INVOLVES DEPOSIT - HIGH EARNINGS

What's Needed?

If you are already selling software, it a good idea to use reach to upgrade your clients to the cloud

A dedicated sales cum implementation staff
A 500+ Sq ft office space
Computers and Internet connection
Required Marketing and Sales Staff
Required Working Capital

Partner



Reach has partnered with Reach Global SEA Sdn Bhd in Malaysia. This gives Reach the ability to offer doorstep sales and implementation across Malaysia.

Aceolution

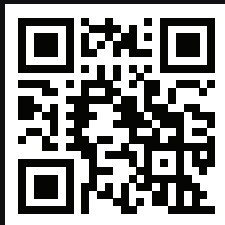
Reach has partnered with Aceolution in Singapore. This provides an ability to offer doorstep services and support.



Reach has partnered with Criterion for UAE. This provides the ability to provide doorstep support and services across UAE

Customers





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