

# A constellation of innovators from Rajasthan



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From a humble tech startup by young friends working together in a basement to a group of industry experts offering cutting edge consulting, Auriga IT has evolved into one of the most promising tech companies from Rajasthan



**I**n 2005, two parallel journeys quietly began; miles apart, yet destined to meet.

Shashi Bhardwaj, a first-generation entrepreneur, had started his journey towards pursuing his dream of building an IT company armed with grit, curiosity and a vision beyond the ordinary.

Meanwhile, at IIT Roorkee, two young minds,

Divye Tela and Ronak Singhavi along with a few of their friends were also exploring to start a venture of their own. Still in college, Divye stumbled upon a seminar on entrepreneurship that altered his course. Preparing for the CAT like everyone else, he left that room with a thought that stuck: even a failed startup is a worthy credential. That one idea led to late-night conversations, side projects, and a leap of faith into the unknown.

The blocks started falling in place when Shashi, Divye and Ronak met and joined hands. Nishant Gauttam (an IIT Roorkee batchmate) and Hiren Pandya (a tech prodigy) soon joined and empowered the deliveries.

What made the journey distinct, was not just what they were building from scratch, but how they were building it; collaboratively, iteratively, with a long-term view and shared values. They weren't chasing quick financial success but building a company with a foundation so solid that it stands the test of time.

Setting up base in Jaipur was strategic, being from Rajasthan themselves, the founders recognised the opportunity to create something significant in a city that was still carving out its role on India's tech landscape. The idea wasn't just to grow a company, but to create a culture; a space where innovation could flourish, talent could thrive and strong relationships could drive the growth journey.

Auriga's beginnings, then, weren't marked by a single eureka moment. They were defined by a series of thoughtful choices: to work with trusted peers and industry experts like Rahul Jairath (an industry veteran with 35+ years of experience), Rajesh Chhabra (ex- Chief engineer), Pavan Shrivastav (Enterprise sector IT leader), Nirmal Sharma (Senior Tech Consultant), Manish Kumar (Senior Business Consultant) and others, to solve real-world problems with technology and foster sustainable growth, grounded in friendship, values and purpose.

### The mission statement at Auriga

- >> To build a family of friends working together in harmony and sync towards delivering quality, innovative technology solutions for a lifetime relationship with clients.
- >> To create a place where 'the hunger for excellence' is the drive and the 'spirit of fun and freedom' is the strength.
- >> To be the benchmark for ever-evolving technology startups and young enterprises.

### The core values at Auriga

Happiness

Trust

Excellence

Humane



## A company built on values and high-performance technology

Auriga is a next-generation technology company based in Jaipur, Rajasthan (India) and Vancouver (Canada), known for delivering scalable, impactful and innovation-driven, digital consulting solutions. From collaborating with some of the world's leading enterprises to building high-performance platforms for emerging sectors, Auriga has established itself as one of the most promising and fast-growing tech companies in Rajasthan.

### Auriga's expertise spans across multiple verticals:

- >> **Data & Analytics:** Advanced data platforms, pipelines and actionable insights that enable informed decision-making.
- >> **Generative AI & Visual Analytics:** AI-powered tools for workflow automation, operational intelligence and customer engagement.
- >> **ERP solutions:** Custom ERP systems tailored for industries such as manufacturing, apparel and home products.
- >> **Digital engineering:** High-performance, scalable digital products with robust backend and cloud-native architectures.
- >> **Cloud-First strategy & consulting:** Advisory and implementation support for cloud adoption, optimisation and security.
- >> **Exceptional CX/UX/UI Design:** Customer-first digital experiences designed for performance, accessibility and delight.

### Auriga Venture Studio

*Auriga's venture studio model has enabled it to build and scale industry-first digital products with deep domain expertise. Some of the key ventures include:*

#### STITCH MES

A Manufacturing Execution System built specifically for the apparel, fashion and home products industry, STITCH MES streamlines factory floor operations, improves transparency and helps manufacturers digitise their workflows currently in six countries and 200+ factories.





## The products and the leaders at the helm:

- >> Durga Das, CEO, Auriga – NIFT graduate with 18+ years of experience in apparel technology, manufacturing systems and production planning.
- >> Gaurav Pal, CTO, Auriga – IIT Roorkee alumnus and IIM Calcutta post-graduate with 15+ years of experience in building scalable tech products and AI-powered systems for enterprise transformation.

### InstaDigin

A real-time data intelligence platform built for mining and infrastructure companies, enabling site-level visibility, predictive maintenance, compliance tracking, and operational efficiency. It is trusted by industry leaders like Ultratech Cement and the Aditya Birla Group.

### The leadership

Bhavesh Singhavi, CEO – IIT (ISM) Dhanbad graduate and former PwC India director (Mines & Minerals Advisory practices) with 13+ years of experience in consulting, business strategy and infrastructure transformation across global industrial sectors.

### Cirqlar

A platform focussed on circular economy and sustainable resource management, Cirqlar empowers organisations to track, manage and optimise material reuse, recycling and waste reduction. It enables data-driven ESG (Environmental, Social, and Governance) insights and promotes responsible consumption across value chains.

### The leadership

Gaurav Sharma, product head – Post-graduate from ISB Hyderabad with 15+ years of experience in Data & AI, with deep expertise in building intelligent systems that drive decision automation and digital transformation and sustainability.

### CygnusAlpha

A generative AI platform designed for workflow automation and customer experience enhancement. CygnusAlpha helps businesses streamline operations, boost team productivity and deliver hyper-personalised digital interactions.

### The leadership

Sanjay Sethi, CEO – Distinguished IIT-BHU graduate and IIT Delhi post-graduate with 22+ years of experience in creating large-scale digital products and driving innovation across global enterprises.



## Building a cutting-edge tech company from Jaipur

Auriga's journey, anchored in Jaipur, away from India's traditional tech hubs, has been one of resilience, intentional choices and people-first thinking.

*Here's how the company deftly tackled some of its most pressing issues:*

**Talent acquisition and retention in a tier-2 city was tough. Finding skilled professionals aligned with Auriga's values was a challenge.**

### What worked

- Built a culture of trust, learning and autonomy.
- Prioritised career growth, not just compensation.
- Created a workplace people returned to—literally, with many relocating from metros for better balance.
- Nurtured early hires into long-term leaders.

This values-driven culture became Auriga's strongest retention strategy.

### Keeping pace with emerging tech

In a fast-moving tech landscape, staying relevant demanded constant learning and adaptation especially for an organically grown team.

### What worked

- Fostered a culture of curiosity and continuous learning.
- Integrated tech talks, sprints and hands-on training into everyday work.
- Used the venture studio model to provide real-world exposure to cutting-edge tools.
- Made learning a built-in habit, not an afterthought.

This made upskilling a competitive advantage, not a struggle.



## The most defining moments

Auriga's journey has been built on sustained growth, enduring relationships and a strong culture rooted in people, purpose and product excellence. From its inception to becoming a trusted partner for global brands, Auriga has consistently outpaced expectations entirely through internal momentum and without external funding.

*Here are some crucial milestones and performance metrics from its journey:*

### Fully bootstrapped growth

Auriga has scaled from INR 29K in bank accounts to INR 150 Cr turnover, a five-founder team to a 300+ member family entirely organically. No external funding. Just consistent delivery, strong relationships and an aligned vision.

### Trusted by industry leaders

Auriga has delivered complex, scalable digital

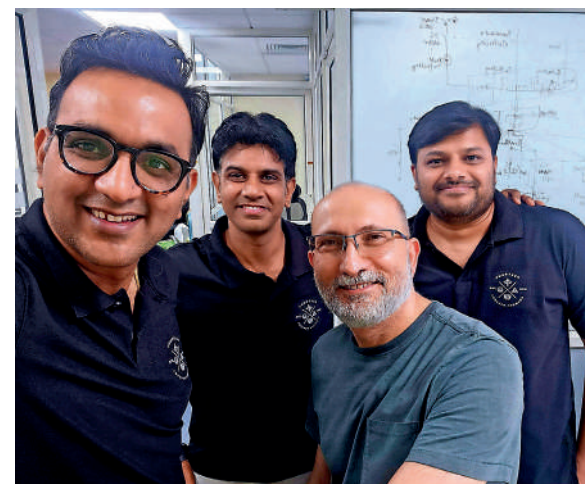
solutions to some of the most respected brands in India and globally, including, Amazon, Meta, Target, Zomato, Ola, Pine Labs, Practo, Meesho, Yes Bank, ICICI Prudential, NHAI, Ashoka Buildcon, etc.

### Built one of the largest Data lakes

Auriga built one of the largest data lakes in the history of the National Highways Authority of India, enabling real-time visibility, infrastructure intelligence and digital governance at scale.

### 20% of the team has over five years of tenure

A significant portion of the team has been with Auriga for more than five years, many growing from early roles to leadership positions. This reflects a culture of loyalty, internal growth and long-term career development.







## The thriving culture at Auriga: People first, always

This philosophy extends beyond internal culture. Auriga is committed to building long-term partnerships with clients, rooted in mutual respect and shared goals.

### A culture of excellence and innovation

Auriga has cultivated a culture of continuous learning, experimentation, and technical excellence. The company actively encourages its teams to explore new technologies, challenge conventional thinking, and propose bold ideas.

Through its venture studio model, Auriga has created multiple industry-first products across sectors like infrastructure, manufacturing and generative AI. The focus is not just on solving immediate problems, but on building scalable, future-ready platforms that can evolve with client needs.

### Strategic thinking engine: The Auriga think tank

At the heart of Auriga's ability to stay ahead of the curve is its internal 'Think Tank' a high-impact strategic unit that plays a central role in shaping the topline direction of the company.

Composed of accomplished professionals and domain experts including alumni of IIT, IIM, ISB, and other top institutions the think tank brings decades of cross-industry experience spanning technology, business strategy, consulting, infrastructure and energy. It ensures that long-term business foresight and innovation priorities are consistently aligned with day-to-day decision-making and topline growth.

From steering the vision for Auriga's digital platforms to supporting its entry into hospitality, infrastructure, and renewable energy, the think tank exemplifies the company's ability to blend deep thinking with decisive execution.

### The mantra for success

**Auriga's success is guided by a simple yet powerful mantra: Invest in people, stay curious, deliver with integrity.**

## Contributing to India's IT ecosystem

India's IT and ITES sector has been pivotal in driving GDP growth, employment, exports, and digital infrastructure. It's more than an industry—it's a force

for innovation, inclusion, and transformation. As a part of this ecosystem, Auriga is proud to contribute meaningfully to the nation's digital journey.

### Auriga is helping India stay future-ready by investing in:

- GenAI platforms like CygnusAlpha to fast-track AI adoption.
- Cloud-native architecture and data platforms to modernise IT infrastructure.

These initiatives position India as a global tech

innovator, beyond just back-office capabilities. Auriga's growth from Jaipur shows that world-class tech companies can thrive outside metros. It has fostered a regional tech ecosystem in Rajasthan, emphasising on diversity, skilling and retention, building a sustainable workforce.





## Envisioning an innovation driven future

Looking forward, the focus is not just scale, but meaningful innovation that drives long-term transformation for clients, industries and communities.

### Scaling consulting and deep-tech offerings

Auriga aims to evolve into a strategic tech advisor—expanding capabilities in cloud, AI, platform thinking and sector-specific consulting. The goal is to blend engineering depth with business insight for high-impact solutions.

### Accelerating the Venture Studio model

With successful platforms like STITCH MES and Cirqlar, Auriga's venture studio is primed to launch new products, incubate ideas internally and co-create with industry partners—building digital infrastructure for tomorrow.

### Purpose-led global expansion

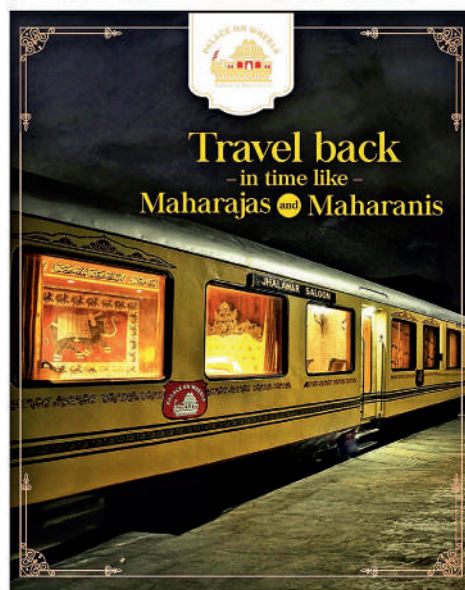
With roots in Jaipur and a base in Vancouver, Auriga plans targeted international growth—driven by sectoral demand and partnerships, not just presence.

### Investing in people and ecosystems

Auriga's future lies in its people. The company will continue to invest bringing the best of the brains and in upskilling, leadership training, inclusive hiring and regional tech ecosystem development.

### Strategic diversification beyond IT

Auriga and its founders constantly keep investing into diversification beyond IT to build a group of companies that are truly unique, disruptive and respected.



## Hospitality

One of Auriga's subsidiary Easy Toll Solutions is proud to be the first Indian private train operators of the world-renowned India's Pride Palace on Wheels - the pioneer of luxury train travel. The company has also received the 'Best Train Trips In The World Award' by Conde Nast Traveller.

## Infrastructure

A strategic association with Ashoka Buildcon Ltd. enables us to take on challenging infrastructure projects like the Fintech University, etc.

## Renewable energy

With focus on building a better world, the company has signed MoU's with the Govt of Rajasthan under Kusum Yojana for a 15MW Solar Park in Baran, Rajasthan.

Auriga is one such story of friends who enjoy working together and keeping aligned to their vision of making the most people centric company that survives at least a century.

