

7th Anniversary special

The Sedibuz Newsletter · Anniversary Edition · April 2026



7 Lessons from 7 Years in India's GovTech Space



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— Kiran S. Deolalkar, Founder & CEO, Sedibuz Consulting LLP



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Seven years ago, I walked away from a comfortable corporate career with one conviction and one question.

The conviction: great technology was not reaching India's public sector — not because of lack of will, but because there was no trusted bridge.

The question: could I build that bridge? Today, as Sedibuz Consulting LLP turns 7, I want to share what those seven years taught me — not as a corporate retrospective, but as a founder who has sat across the table from government departments, technology vendors, and international companies trying to make sense of one of the world's most complex and rewarding markets.

In the public sector, trust is the real RFP. Tenders are published. Processes are defined. But which tenders you even hear about, which rooms you are invited into, which conversations happen before the formal process all of this is built on relationship equity accumulated over years.

At Sedibuz, our most significant engagements including becoming one of the Public Sector partners for TeamViewer in India were not won at the bid stage. They were won years earlier, one honest conversation at a time.

"Trust is not built at the RFP stage. It is built long before the document exists."



This is the single most important mindset shift for any technology company entering the government space.

Procurement timelines that seem long are protecting taxpayer money and national infrastructure. When you internalise this, patience stops feeling like a burden and starts feeling like a competitive advantage because most companies give up before the finish line.

"The organisation that learns to wait learns to win."

03

Resilience is built before it is tested

2020 was supposed to be our breakthrough year. Then the world stopped.

We pivoted entirely to virtual consulting, rethought every client engagement model, and delivered. Not because we had a contingency plan but because the relationships we had built were strong enough to hold across a screen.

Resilience, we learned, is not reactive. It is built over time, through trust, commitment, and consistency.

04

Make in India is not a tagline it is a procurement mandate

Seven years ago, 'preferring' Indian platforms was aspirational. Today, indigenous technology is increasingly a scoring criterion in government tenders.

We have been proud champions of Made-in-India platforms from the beginning partnering with Rubiscape, Nergy, Sucheta Swastham, and others not because it was fashionable, but because we believed in it.

This conviction was validated when we received the Digital Innovation Award for the Rubiscape AI deployment at Jawaharlal Nehru Port Authority a national-scale infrastructure milestone.

"The era of defaulting to foreign technology stacks is ending. The nation is catching up to what we always knew."

05

One successful project opens ten doors



Government references compound. A successful deployment at one department becomes the proof point that opens the next conversation, the next district, the next ministry.

In GovTech, your first win is your most valuable long-term asset. The work is to earn it and then to deliver on it completely.

06

International companies cannot navigate India's public sector alone

India is not just a large market it is a deeply nuanced one. Regulatory compliance, empanelment processes, cultural context in decision-making, and the unspoken rules of vendor engagement are all non-obvious to those approaching from outside.

We have guided multiple international companies through this terrain. The single biggest differentiator between those who succeed and those who do not is whether they had the right local partner someone who has been inside the room.

07

The best chapter is always the next one

Year 8 for Sedibuz is our most ambitious yet. We are expanding geographically, deepening our partner ecosystem TeamViewer, Rubiscape, Icertis, ZingHR, AssetCues, Nergy, Sucheta Swastham and taking on larger, more complex national-scale engagements.

Digital India is not slowing down. And neither are we.

To every client, partner, government champion, and team member who has been part of this journey this anniversary belongs as much to you as it does to us. Thank you. If you are a technology company with a solution for India's public sector, or an international company looking to enter this market we should speak.

Let's build the next chapter together.

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