

Business Standard

Koenig eyes multi-billion dollar IT training market in US

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Offshore IT training firm Koenig Solutions is eyeing over \$6 billion IT training market in the US.

The firm is targeting the US training market through its Live Virtual Classroom (LVC) training model, which it claims reduces the cost-to-company for organisations that plan to impart training to their employees.

"We hit upon this idea after our first strategy to invite foreign professionals to our centres in India and Dubai found success. Such a programme will not only will help us gain professionals who don't want to travel so far to India," Koenig Solutions CEO and Founder Rohit Aggarwal told PTI.

This helps such professionals invest on training and cut unnecessary expences and travel. Besides, for firms it helps in cutting costs of travel and lodging and concentrate on the training part, he added.

"We are opening a sales office in California (Sunnyvale) this month and have taken on-board Gregg Hall, who is our Corporate Sales Manager for the US market," Aggarwal added.

This is not Koenig's first overseas market, the firm has also ventured into Africa.

In the 2013-13 fiscal, the firm got a total order value of over \$7 million from African government authorities (including governments of Nigeria, Tanzania, Zambia and Lesotho), Aggarwal said.

Koenig's turnover stood at around Rs 70 crore in the last financial year.

It has till date trained and certified close to 30,000 foreign students from about 50 countries.

Koenig offers over 1,000 IT courses under one roof and is the approved training partner of leading tech firms like Microsoft, Oracle, Adobe, VMware, Cisco, Citrix, Red Hat, Autodesk, SAS , Android among others.

