

Founded by Nilesh Patel, Prashant Singh, and Sudhakar Gorti in 2011, LeadSquared's vision is to make high-velocity sales execution software a growth engine for companies all over the world. The mission is to provide end-to-end, SaaS (Software as a Service) solutions to transform high-velocity sales execution and drive sales efficiency at scale.

About the Software:

LeadSquared is a SaaS solution provider, helping 2000+ enterprises across 40 countries to drive sales efficiency at scale. Enterprises with high-velocity sales have found us to be the best fitment. The software captures lead from all your channels automatically, manages them intelligently, transfers them to the right teams (and people), ensuring zero lead leakage and zero missed opportunities.

In January 2022, LeadSquared won the National Startup Award 2021 recognized by DPIIT, Government of India, in the Enterprise Software Category. In the past, it has been recognized by Deloitte, Frost & Sullivan, TrustRadius, and NASSCOM, among others. Businesses that have achieved growth with LeadSquared include education institutes (EdTech businesses, colleges, universities, offline and online training institutes), financial services (Insurance providers, loan providers, Fintech businesses), hospitals, wellness clinics, and consumer marketplaces, among others

The company is headquartered in Bengaluru with a local presence in New Jersey, Philippines, South Africa, Australia, and Indonesia.

Shorter version

LeadSquared is a new-age SaaS platform that provides end-to-end sales, marketing, and onboarding automation solutions.

The company specializes in solving sales challenges for high lead-volume, high-velocity businesses that have multiple sales channels and teams. Currently, LeadSquared is helping 2000+ enterprises across 40 countries enhance their sales efficiency.

Known for its verticalized, industry-centric solutions, LeadSquared serves EdTech, Education, Healthcare, BFSI, Real Estate, Automotive, and Hospitality industries. The company is headquartered in Bengaluru with a local presence in New Jersey, Philippines, South Africa, Australia, and Indonesia.