



Anurag founded Newgenapps - a world-class mobile and cloud development company, in 2008 with the vision of building a world-class IT company from Lucknow. He grew the company from a team of 3 to 50+. Newgenapps works with with many well known startups and Fortune 500 companies

He also started Xiffe.com a world class product company with users in more than 96 countries

He holds a MBA from IMT, Ghaziabad, BE from Pune University, and has more than 11 years of experience in the IT industry.

Prior to establishing Newgenapps, he played a key role in founding and growing the Microsoft Dynamics practice in Infosys.

Apart from defining the overall vision and strategy for Newgenapps, Anurag is also instrumental in promoting the startup-scene in Lucknow.

*“ My greatest ability is to identify trends early, build competent teams quickly and execute according to a plan ”*

- In Infosys, Anurag was one of the 5 selected people to start the Microsoft Dynamics Practice.
- Instrumental in the business planning, incubation and execution for setting up the MS Dynamics practice. He helped grow the practice from 5 to 200 people
- Led the implementation of Microsoft CRM for multiple Fortune 500 clients across the globe
- Awarded the best performer award

## **As an entrepreneur**

- Anurag is a visionary technologist who has the ability to see major technology trends and build and scale teams and business models around them
- He identified that Mobility and Cloud were mega waves way back in 2008
- Investor and Advisor in multiple interesting start-ups
- Anurag has advised many companies as their trusted technology advisor to build and scale their business , both online and brick and mortar
- Co-founder, Board and Charter member of The Indus Entrepreneurs (TiE) Lucknow chapter

Contact:

Anurag Rastogi

+91 9628000011

[anurag@newgenapps.com](mailto:anurag@newgenapps.com)

<https://in.linkedin.com/in/anuragrastogi1>

@anuragrastogi